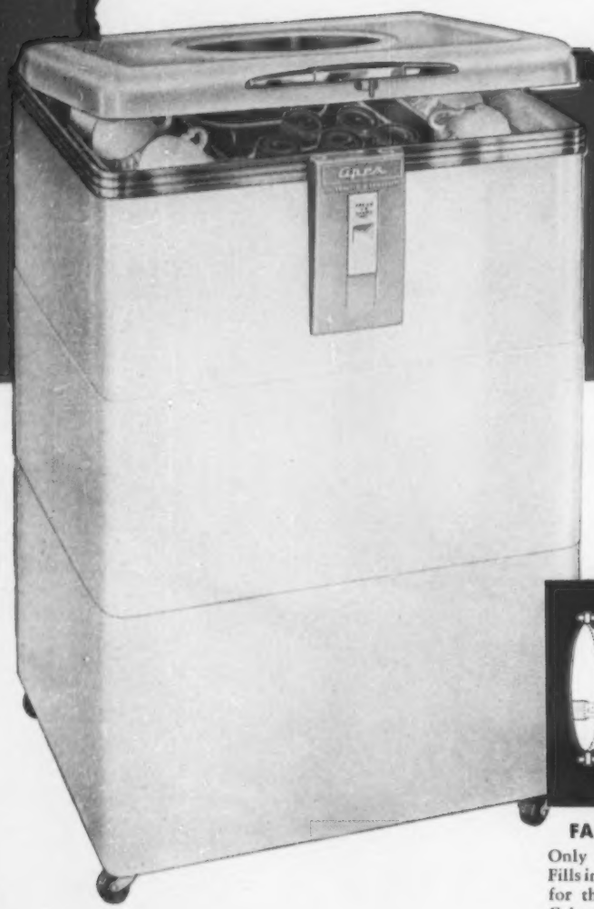
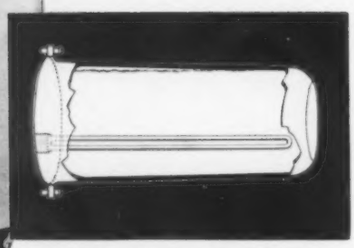

ELECTRICAL
MERCHANDISING
JULY · 1953
McGRAW-HILL PUBLISHING CO., Inc.
PRICE SEVENTY-FIVE CENTS
Time to do the dishes
and time to get the industry's biggest "sleeper"
—the automatic electric dishwasher—rolling.
In this issue read "Special Report to the Trade—Dishwashers"

"We don't believe in work for Women"



APEX dealers are using this "Buy"-Line to Profits...

with the APEX DISH·A·MATIC Roll A Way ...Lowest Cost Automatic Dishwashing!



FAMOUS APEX BUILT-IN TANK

Only Apex has this heater storage tank! Fills in one-minute; holds 4-gallons, enough for the complete operation – 1200-watt Calrod unit super-heats water to 190°. Has temperature controlled start.

NO WIRING! NO PLUMBING! NO INSTALLATION COSTS!

Your DISH·A·MATIC ROLL·A·WAY appeals to every type of dishwasher prospect—apartment dwellers, renters, and home owners. It's the ONLY mobile dishwasher with *every* feature of permanent, installed types! It does a complete service for 6; has thorough Hydra-jet scrubbing-action, hygienic, double-rinsing, spotless air-drying with automatic shut-off at end of cycle! Vinyl-coated racks cushion the finest china. All this—yet it's priced to fit any budget! Display and demonstrate it, the Apex ROLL·A·WAY is the turn-over leader in the dishwasher field!

The DISH·A·MATIC ROLL·A·WAY is featured in the Apex National Advertising: "We don't believe in work for Women". . . reaching millions of dishwasher prospects! Get behind this great campaign—use Apex tie-in window and store display sets, now available.

APEX WASH·A·MATIC Matched Laundry Set

...SELL its "Double-Load" Continuous Laundering Convenience!

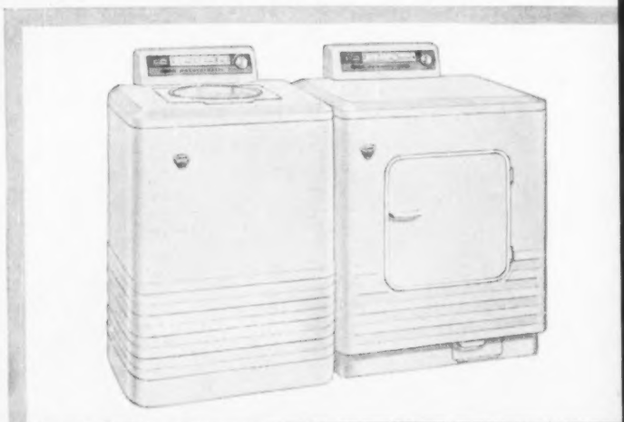
The Apex WASH·A·MATIC, and the New, Matching-Styled Apex Automatic Clothes Dryer (gas, or electric models) "team-up" to boost your Spring sales. Sell them together as a unit! With the Apex Matched Laundry Set you "WASH a load, while you DRY a load", there's no waiting around for one-load washing and drying!



SELL the exclusive SPIRAL TUB AGITATOR. Its unique pulsating washing action gives gentler, faster washing—thoroughly, safely cleanses worst-soiled clothes or most delicate synthetic fabrics! Saves time, uses less hot water, less detergent.



SELL the Giant Apex Sun-Glow Drying Element. Its purifying Infra-red rays sanitize clothes, leaving them uniformly dry and fluffy, without harsh wrinkles—cutting ironing time in half! Thermostatic control prevents overdrying.



THE APEX ELECTRICAL MANUFACTURING COMPANY
Cleveland 10, Ohio

Apex HOUR-SAVING APPLIANCES



Electrical Merchandising

Vol. 85 No. 7

A McGRAW-HILL PUBLICATION

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EDITORIAL: WHAT ARE WE WAITING FOR? ..... *Facing Inside Back Cover*



The Cover . . .

The Cover proves once again that EM editors spare no effort in their search for truth and realism. Working hard to produce those dirty dishes in the photographer's studio are, clockwise, Editor Larry Wray (lower left), Art Director Hi Phillips, Managing Editor Bob Armstrong, and photographer Dave Rosenfeld—who not only took the picture, but also borrowed the Lenox china and Gorham silver and went out and paid for the biggest, juiciest steak in New York.

Cover Kodachrome by Dave Rosenfeld

ELECTRICAL MERCHANDISING

July, 1953 Vol. 85, No. 7

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INTERNATIONAL COVERAGE BY World News



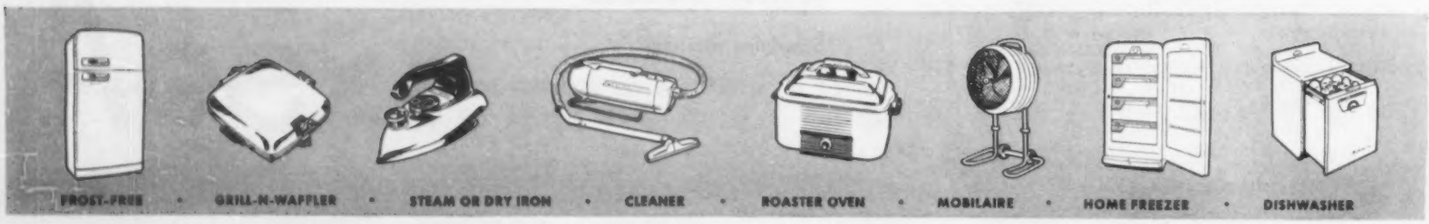
New

gives free

. . . of course, it's electric!

ALSO FOUR OTHER MODELS

A model for every kitchen: (1) 24-inch Under-Counter; (2) 24-inch Free-Standing Cabinet; (3) 48-inch Dishwasher-Sink combination, with porcelain top; (4) 48-inch Dishwasher less top and accessories.



FROST-FREE • GRILL-N-WAFFLER • STEAM OR DRY IRON • CLEANER • ROASTER OVEN • MOBILAIRE • HOME FREEZER • DISHWASHER

Westinghouse Portable

wheeling "oomph" to Dishwasher Sales!

All over the country, Westinghouse retailers are setting new sales records with the Westinghouse Portable Dishwasher. For instance, Herb Solem, owner of Healdsburg Music Shop, Healdsburg, California, and Ukiah T. V. and Appliance Shop, says, "This Westinghouse Portable is really selling. I think it will be one of my biggest items. We should sell a minimum of 60, in addition to the other models, this year." Here's why:

1

IT'S A FULL-SIZED DISHWASHER ON WHEELS

It has the same "service-for-eight" capacity as the other models. It's the same efficient dishwasher on wheels. With it you can demonstrate the four big Westinghouse features: Front Opening—Top Loading, Greater Capacity, Perfect Washing and Drying and Easy, Low-Cost Installation.

2

SELLS AS A PORTABLE—YET CAN BE PERMANENTLY INSTALLED

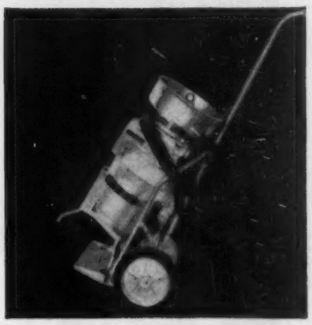
Homemakers can have freedom from dishwashing drudgery, right now, without installation expense, yet this Portable can be permanently installed whenever desired by the use of a simple conversion kit.

3

MAKES A PERFECT HOME DEMONSTRATOR

It can be wheeled right into the customers' homes for "Try Before You Buy" demonstrations. It expands the opportunities for holding more of the successful Westinghouse "Luncheon for Eight" parties. Westinghouse is aggressively advertising the Portable in magazine advertising, on coast-to-coast TV shows and with factory-paid newspaper ads. Get rolling with Westinghouse.

Sell Westinghouse Food Waste Disposers RIGHT IN THE PROSPECT'S HOME

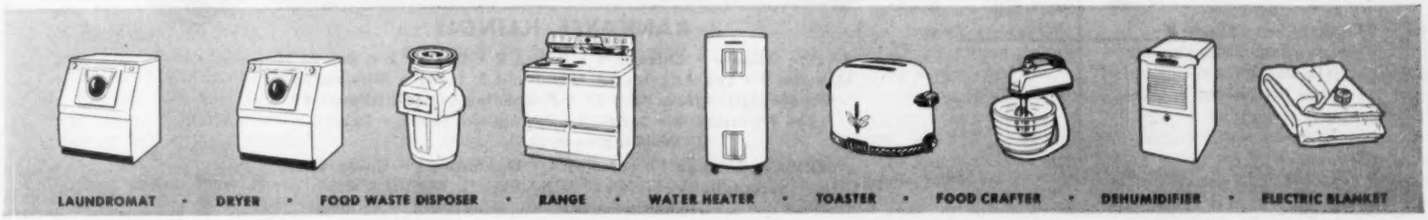


New home demonstrator kit makes Disposer easy to transport and demonstrate in the prospect's home without installation.

YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION
ELECTRIC APPLANCE DIVISION, MANSFIELD, OHIO

BE SURE TO VISIT WESTINGHOUSE AT THE ELECTRIC HOUSEWARES SHOW, ATLANTIC CITY, JULY 13 TO 17





There's a Permaglas automatic water heater to fit any home . . . anywhere.

Every home owner wants an A.O.Smith Permaglas®

AUTOMATIC WATER HEATER

Consumer acceptance of *Permaglas* proved by more than 2 million A. O. Smith glass-lined water heaters installed in American homes.

Sell the automatic water heater your prospects want . . . the water heater with the exclusive formula glass-surfaced steel tank that can't rust because glass can't rust . . . *Permaglas!*

Get the big share of water heater sales in your community with *Permaglas* . . . the automatic water heater with *exclusive sales plus* features: Glass lined tanks . . . 100% efficient controls. *Sell Permaglas!*

There's only one Permaglas®

PERMAGLAS is backed by the greatest, most consistent and continuous advertising-sales promotion campaign in the industry!

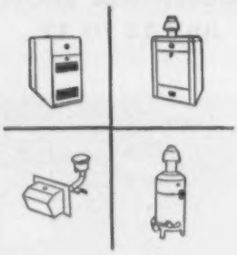


and it's made by A.O.Smith

PERMAGLAS-HEATING DIVISION

KANKAKEE, ILLINOIS

A. O. Smith also manufactures Gas Conversion Burners, Home-heating Boilers, Warm Air Furnaces and Commercial Water Heaters



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The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Sales of washers, dryers and refrigerators continue slow and TV goes to sleep . . . Air conditioner sales hurt by rainy, cool weather, but still augur a boom year

THERE is no joy in the East.

In contrast to reports of boom or pickup from the South and parts of the Far West, eastern appliance dealers almost universally found May as slow as April—or worse.

But many of them are still optimistic about the chances for a big 1953. It's a less boisterous optimism than January's and the ranks of the hopeful have diminished, but they are still a majority. When June and July figures are in maybe their expectations will have received some justification, but so far this year, month after month, reports from retailers have been far short of record breaking volume.

May was no exception. Sample report from a Buffalo retailer: "Our May volume was down 15 percent from a year ago and about even with April. TV business has fallen off sharply. Range business is slow and washers are off, too. There is plenty of merchandise in the market. We plan to gradually reduce our stock and look for some good deals from manufacturers."

Another dealer in the same territory says, "Business in May was slow, way off from last year. TV is the weak spot. Our white goods volume is actually ahead a little. People seem to be holding back for UHF on television. Ranges, washers and refrigerators are selling about evenly."

Flurry in the Hub. Boston, which probably feels closer to England—despite the ruckus of 1776—than any other part of the country, showed it in a temporary flurry of TV sales and rentals just prior to the coronation, but the coronation didn't last long enough and inventories are so high that some dealers are offering flat $100 allowances for trade-in sets.

Unlike most of the East, range sales in the Boston area have been steadily climbing ever since Boston Edison launched its range campaign. One large system reports 1,456 range sales in four months as compared with 759 a year ago.

With the exception of TV's brief spurt and the range record, Boston sales are like the rest of the East's—slow. A prolonged rainy season and cool weather have kept even air conditioners from getting off the ground.

Who's Got Coolers? If air conditioner sales have been conservative in Boston they have not boomed in Philadelphia, either, at least at the retail level. While there has been enough of a demand to snap up the promotional stocks of some department stores and big retailers and the smaller inventories of dealers who have been cutting price, merchants with good stocks and a list price policy didn't begin to get their share of sales until early June. For example, one dealer says, "Air conditioner sales have been fair, but bad weather has been a deterrent. I'm having no trouble getting deliveries of air conditioners and have plenty in stock."

Says another, "The situation on discount selling of air conditioners has worsened. Many dealers who started off the season rushing to sell them by discounts are in a bad spot now when they try to sell them for full list. The demand is heavy and the dealers don't have the stock. I've had several fellows call me and ask if I could let them have a few for an emergency."

Against this background of big inventory—no inventory, big demand—fair demand for air conditioners, all other appliances in Philadelphia follow the eastern pattern of slower sales. Dealer after dealer confirms that washers, refrigerators, ranges and dryers are "disappointingly slow." As one big merchant puts it, "Refrigerator sales are off some 40 or 50 percent, because 75 percent of those in homes today are post-war models. Television sales are lower than they ever have been, way below last year at this time."

The Figures. Despite the general decline in retail sales reported throughout most of 1953 by Philadelphia dealers, a recent survey of 19 wholesalers by the Electric Association of Philadelphia presents what is, on the whole, a more encouraging picture. Covering the first four months, the survey shows a seven percent increase in TV sales, from 53,689 sets in 1952 to 57,950 in 1953; home freezers inched up from last year's 4,269 to 4,631; ranges made a comparable gain; refrigerators climbed from 21,435 to 22,760—but slid off in April to 5,555 from 6,112 in April of 1952; clothes dryers were off—2,723 units as compared with 3,401 units in the first four months last year. The brightest spot was provided by air conditioners: in April alone the 19 distributors sold 3,853 units and for the first four months added up a total of 7,750.

Washington Triangle. Dealers in the capital city followed the three-sided eastern pattern for May by reporting stable inventories, slow sales and high expectations. Some retailers got a shock from the near bankruptcy of a big six-store chain which has been put under the wing of a court-appointed referee and is being forced to liquidate its debts at the rate of five percent a month, but the industry as a whole is looking for a boiling hot summer and soaring air conditioner sales. A special air conditioning section in the Washington *Post* on June 4 got the fever started. One big apartment house (with casement windows) is capitalizing on the interest created by installing air conditioners free and charging tenants $5 a month rent for them.

While Washington appliance dealers complain about sales being off, they feel that sales will pick up after the beginning of the new fiscal year on July 1 and the fact that this fall there will be more televised football games there than ever before gives an added fillip to their hopes.

The Midwest



By TOM F. BLACKBURN

Duluth and St. Louis show advances over 1952 . . . Behind the sewing machine scenes . . . Dishwasher installation trick . . . Electric houseware troubles at distributor levels . . . How often to expect car accidents?

BOB Coe in St. Louis and C.M. Baldwin in Duluth are not sisters under the skin, yet their reports of appliance sales in their utility districts showed surprising similarity. In St. Louis thirteen categories out of sixteen reported showed gains for 1953 over 1952. Only clothes dryers, ironers and roasters fell behind. In Duluth, everything was up except refrigerators and dishwashers.

Water Mains and TV. A curious check-up is being made by a national magazine in co-operation with the water departments of Chicago and other cities. It appears there is a furious rush to the bathroom when advertising pronouncements come on the air, or programs change, and the water pressure fails precipitately over the city as everybody pulls the chain. Least water is used, it is said, when "I Love Lucy" is on. You can almost tell how many people are listening to television by measuring the water used.

Dry Cleaning While You Wait. From Fort Lauderdale, Florida, comes word that special washers are now being made for washaterias. These laundryettes are beginning to do dry cleaning while you wait. Dry cleaning being a dangerous business, no manufacturer has put out a domestic machine lest an explosion occur and the maker be involved in what the legal eagles call "contingent liability." A Chicago man is thinking seriously of producing a small home dry cleaner—something like an apartment washer—with the warning, "Not to be used for dry cleaning." This would clear him legally, he says.

TV Color Tube a Puzzle. The pronouncements of three experts in television has the retail trade wondering about the television color tube. Ross Siragusa of Admiral recently said that a practical color tube had not come along yet. Paul V. Galvin of Motorola stated on May 4 that he didn't think the solution was around the

(Continued on Page 6)

NEW OVENETTE with TEMPERATURE CONTROL

Bakes... Roasts... Serves

operates just like a regular oven!



FAST! Beautifully browned pies, cakes, rolls, biscuits, muffins, baked potatoes, casseroles, puddings. Pre-heats faster than ordinary oven.

MANY USES! Roasts as well as bakes. Saves money, too — Ovenette saves ⅔ electricity used by a larger oven.

WARMING OVEN! A big *extra* feature. Temperature is set at low and rolls, biscuits or other foods are served piping hot right at the table.

IDEAL FOR FAMILIES OF 2 TO 5

new

Automatic thermostat and pilot light

Temperature Control!

JUST SET IT LIKE A REGULAR OVEN

Baking temperature is set on the convenient dial (150° to 450°F). Red pilot light glows until Ovenette is pre-heated to selected temperature. Thermostat automatically controls temperature during baking.

WEST BEND

electric Ovenette®

COMPLETE WITH ACCESSORIES



ROASTING PAN



LAYER CAKE PAN



7 MUFFIN CUPS



JUICE-SAVER PIE PAN

This new Electric Ovenette is simplicity itself. With the new easy-to-operate temperature control it works exactly like a range oven. Bakes and roasts every kind of food and — in addition — warms and serves foods piping hot. Temperature control makes it possible for homemaker to use any of her own favorite recipes. The Ovenette is perfect for small-quantity baking for families of 2 to 5.

Retail **$21.95** complete.

See this compact oven at the show!

Dept. 187

WEST BEND ALUMINUM CO.

WEST BEND, WISCONSIN

CONTINUED FROM PAGE 5

corner. He said there were two views —talk, and reality. The talk was due to people playing for position or attention. However, color was coming along. More recently, Dr. Baker of General Electric said in a speech for the N.A.E.D. that color would be a factor by the fall of 1954.

Car Accidents How Often? The appliance business is a transportation business, as is not often realized. Virtually every dealer has at least one car and one truck. Moving vehicles have accidents, and it is not often that a dealer can lay a finger on how frequently these accidents are likely to happen. Recently the Cincinnati Gas & Electric Co. published figures on automobile accidents covering 650 vehicles that traveled 686,556 miles. It reports that these cars had had 1.27 preventable accidents so far this year, and 28 accidents that could not be avoided. In short, for the year to date including April, which is four months, there were 60 accidents. Take a pencil and divide this into the mileage traveled and you get an idea of how often an accident may be expected.

Sewing Machine Worries. It may be of interest to know that the old established American sewing machine companies blame the Marshall Plan for the chain of events which has been occurring in the sewing machine field.

It appears that under the Marshall Plan import duties were cut on foreign sewing machines, and that explains the arrival of a number of different foreign make brands, with features obtainable on American makes only with extra devices. Veterans in the business state that new foreign competition is giving the American manufacturers a shot in the arm, and it is the common belief that old dies have been used too long.

Singer, which was building up a line of branded appliances in its company-owned stores is reported to have dropped all branded lines other than those with its own name on, and is girding for the new competition.

Housewares Holdback. One reason why electric housewares and major appliances don't mix at distributor level was revealed recently by the experience of a small Midwest distributor. He put a man on the job, gave him 30 of the biggest housewares accounts in the territory. Work as the salesman did, he found himself doing all his business during the last three months of the year. He found he had to work hard to sell $300 worth of business in electric housewares a day, and that is only the equivalent of one dishwasher. Before the war discounts on electric housewares were 40 and 5, 50, or 40 and 20. Average discount to distributor today on electric housewares, he said, runs around 46 percent.

Dishwasher Trick. Here is a quick way to install dishwashers which was used recently in Rochester, Minn. The dealer cut a hole in the kitchen floor and ran a rubber hose down to the laundry trays, and drained through them. The installation worked perfectly but the local union dragged out the code and said that dishwasher grease is likely to stop up drains, therefore it is illegal. With water at 180 deg., it doesn't come out of the dishwasher at a slow drain but rather with a flushing action. No greasy globules are apparent at all, and the idea works perfectly despite what the plumbers union may say.

The Great Lakes



By FRANK A. MUTH

Business spotty . . . Some air conditioner sales . . . No delivery for some fans . . . Rental program helps . . . Promotion —just fair . . . Dishwasher survey

THE big giants of the summer season—refrigeration and fans—may have some big play after all.

Talking to several key distributors and dealers early in June, the air conditioner which some corners believe were going to take the country by storm, has not measured up so far. Bad weather has hampered progress.

Business Spotty. Most experts agree that business has been spotty up to the middle of June, but think that it will get better. One thing that is showing an upswing is refrigeration. A distributor sales promotion manager said that dealers were very good on inventory. Many had remarked that business was very poor this year, but when you look over the billing so far, you can see that they have moved more this year than in the past.

A Cleveland dealer pointed out several reasons why he wasn't going into air conditioning. "Refrigeration has taken a jump since early June," he pointed out. "The weather finally took a definite pattern, and that made the prospect sure of what they should do about buying something. But my experience with air conditioning so far is that in the few calls I've had

(*Continued on Page 10*)

BIG NEW MARKET

New fabrics pose new ironing problems; new trend is to home steam pressing and finishing; millions of irons now hopelessly out-of-date!



HOOVER ...the all-new, all-purpose iron made to meet this great new selling opportunity.

The new Hoover Steam or Dry Iron, made by the makers of the famous Hoover cleaners, is now in volume production.

It's going great guns in market after market after market.

It's being advertised—nationally and locally—at a stepped-up pace.

It's being sold only through distributors. Get full details now. Phone your distributor, your local Hoover office, or write . . .

THE HOOVER COMPANY • Special Products Division
North Canton, Ohio

You'll be happier with a Hoover, because it has everything your customers want, including the retail price. Only **$18.95** *including excise tax*

We tried it in *and boy does it*

NO WONDER TOLEDO DEALERS ARE BEAMING!



Mr. James Codell, Kennedy Furniture Co.:

"This promotion has sold so many Bendix Ranges for us, there can't be any doubt; it's one of the most successful promotions we've ever run!"



Mr. Silverman, Kobacker's:

"We've sold Bendix Ranges to a lot of folks who were only *thinking* about a new range. They wanted that Revere Cookware so badly they decided to buy now and buy Bendix. I think it's terrific!"



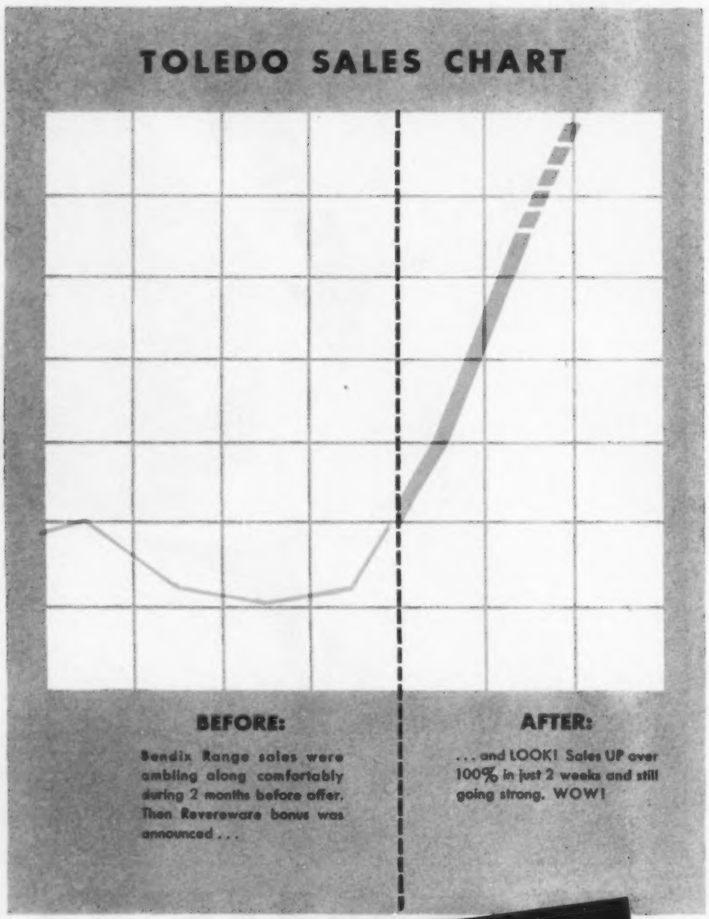
Mr. Jack Schwarz, Tiedtke's:

"Store traffic is way up, and Bendix Range sales are running ahead of normal. A bonus that produces results like that has *got* something! I say hats off to Bendix on this one!"



Mr. Julius Fine, Usher's Furniture:

"I never dreamed a bonus could close so many sales! Women just plain *want* that Revere Cookware-Bendix Range combination!"



PROOF that these 2 great names can add up to RANGE SALES for you!

COPPERCLAD STAINLESS STEEL 18 01 REVERE WARE

BENDIX automatic electric **RANGES**

BENDIX HOME APPLIANCES, Div. AVCO Manufacturing Corp., South Bend, Indiana

Toledo work!



Sell any of the Top 4 Bendix Ranges...

Offer this Revere Hostess Set As a Bonus!

6-Piece Revere Cookware Bonus Offer Proves Terrific Sales Builder For BENDIX ELECTRIC RANGE



2½ Quart Whistling Teakettle—Retail price **$4.95**

2 Quart covered saucepan—Retail price **$5.85**

1½ Quart covered saucepan—Retail price **$5.25**

10-inch French Chef skillet—Retail price **$7.75**

Complete "breakfast unit" (8 inch French Chef skillet with 4-cup egg-poacher inset)—Retail price **$8.45**

FAIR-TRADED RETAIL VALUE $32.25

We offered this bonus deal to Toledo Bendix Dealers last month to see how it would work.

It was so hot from the very start, ALL 70 Toledo Bendix Dealers voluntarily bought it. That's 100% acceptance! And not only did 70 dealers buy it—19 NEW dealers were so sold, they got on the Bendix Bandwagon, too!

Their faith and ours was amply rewarded. In only two weeks, based on a two-month norm, Bendix Range sales were UP over 100% in Toledo!

HERE'S THE DEAL

The Toledo test worked so well, we're making this offer available to Bendix Dealers everywhere!

Now YOU can offer this $32.25-value Revereware Hostess Set as a bonus with every one of the top 4 Bendix Electric Ranges you sell!

It's the most ideal electric range bonus ever offered, and here's why:

1. Revereware is known and wanted, thanks both to its own appeal, and powerful national advertising behind it.

2. Women know (and any chef will agree) they can cook better in copper-clad cookware. Because Revereware conducts heat better, they save on electricity, too.

3. It's perfect for demonstrating the new Circalite Push-Button Bendix Ranges —especially Fast Heat Units, flat top units, divided top (suggestion: Turn Revereware handles in to show how they're kept out of children's reach.)

4. Revereware is so attractive, thousands of women hang it on the wall when not in use, as kitchen decoration. They love its looks!

On every score this Bendix-Revereware Bonus offer is a real traffic builder and a powerful sales closer. Displaying the Revereware and showing it to a prospect leads into an effective demonstration of the Bendix Circalite Push-Button Range.

NOW YOUR CHANCE TO GET IN ON THESE PROFITS, TOO!

You'll see. What happened in Toledo can happen right in your own store, and the quicker you act, the sooner this sensational bonus will begin selling for YOU!

To get order blanks, display material, ad mats, and further information, see your Bendix Distributor right now, or send in this coupon *immediately!*

***and*... there's a BENDIX REFRIGERATOR BONUS offer just as hot as this! ASK ABOUT IT!**

Mr. Parker Ericksen, Director of Sales
Bendix Home Appliances, Department EM-7
3300 West Sample Street
South Bend, Indiana

Please send me what I need to get started on the Bendix Range-Revereware Bonus offer right away.

I am now a Bendix Dealer_____

I am not yet a Bendix Dealer_____

Name_____

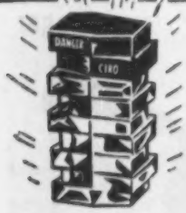
Firm_____

Address_____ **City**_____ **State**_____



Look what Frosty's doing

to boost your "de-frost-it" sales



Danger by CIRO the same famous creation for which perfume lovers pay up to $30.

✓ . . . he's giving away $36,000 worth of Ciro's Danger perfume to your sales people

Frosty, an engaging little fellow, can help you make bigger "de-frost-it" profits. You see, Frosty is the central character in a new cartoon book "Frosty the ailing refrigerator." As your sales personnel follow Frosty's adventures they'll discover the fast, easy way to sell the Paragon "de-frost-it"— the economical attachment that makes *any* electric refrigerator self-defrosting. Then, by filling out and mailing a simple questionnaire on the contents of the book, they will receive absolutely free, a full dram of this nationally famous perfume . . . reserved for retail sales personnel only.

✓ . . . he's helping you get top results from these big promotions

Three more traffic building promotions for this year! The first, for Mother's Day and June Brides is already swinging into high. Sensational Fall and Christmas promotions still to come. Materials include: counter display, window banners, decals, stuffers, tags, literature and mats.



✓ . . . he's setting the stage so you'll get full benefits of *48 million sales message national advertising program*

***NOW, PARAGON GIVES YOU** two "de-frost-it" models, to enable you to sell every customer . . . to fit any refrigerator location. Have your sales people received their copy of "Frosty the ailing refrigerator"? Are you ready to cash in on big "de-frost-it" profits? Ask your jobber or write for details.*

Sold only through authorized retailers.

PARAGON ELECTRIC COMPANY

1638 Twelfth Street • Two Rivers, Wisconsin

WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF TIME CONTROLS

©1953

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

for it, it wasn't the answer to their summer comfort.

Not Suitable. "Most of the callers were living in apartments or renting," he added, "and didn't have suitable electrical connections to install an air conditioner. A couple last week were sure they wanted an air conditioner. When they explained how large the place was, it was evident they needed at least a ¾ ton unit. But with the electrical problem, I was able to quickly sell a low cost window fan, and they were satisfied."

Another reason why the East Cleveland dealer is eager for window fans instead of air conditioning, is that prospects don't try to chisel on price. "They try like heck on a $400 unit, but when you quickly start talking about a $40 unit, they buy, and buy at list price."

No Display. Even if the East Cleveland retailer wanted to sell air conditioners, he couldn't display them at his store. "Where we need to display them, it is prohibitive because of electrical connections. It would cost me over $100 to install a 220 volt line there. I can't use 110 volts as the units draw so much on the line that the motors and fuses burn up."

Delivery Problem. One distributor has been plagued with another problem of seasonal selling. Early in the spring dealers bought fans, all sizes, and in time for delivery. But a Cleveland department store ran an ad in late May for a large oscillating fan. They had an inventory of about 50 fans. In less than three days time, they had sold well over 100. They asked the distributor to fork over the rest of their order and they keep getting calls . . . "When is my fan going to be delivered?" Even two weeks after the ad, the store was still pulling sales.

Other dealers have pressed the distributor for units. They keep threatening the promotion manager that if they don't get their fans this week, they'll cancel their order. "The problem they're worried about," a distributor executive said, "is the same one they had last season. They were caught short, and don't want it to happen again."

Rental Project. Another method of approaching the air conditioning market, being tried in Cleveland with some success, involves rental of either air conditioners or package air conditioners.

Sample charges range from $6.50 per month for a one-third horsepower window unit, which normally retails at about $270, to $11.50 per month for a one horsepower unit retailing at about $510.

The firm cites in an actual alternate sales or rental proposal made to a Cleveland customer to illustrate the tax relief possible through rental. A group of three large and three small air conditioners was offered on outright sale at $8,735 or on a rental basis under a five year contract at $184 per month. Total payments under the latter plan come to $11,040.

They give the following reasoning to support the contention the rental basis is more advantageous from a tax standpoint:

On the purchase option, the $8,735 cost would be amortized over ten years, or at a rate of $873.50 per year. On the basis of a 50 percent Federal tax rate on earnings of the purchasing corporation, this means half the annual charge or $436.75 represents money that otherwise would go for taxes. This tax relief over five years comes to $2,183.75. Subtracting the latter amount from the purchase price leaves $6,551.25 out-of-pocket cost.

On the other hand, monthly rental charges on a five-year contract come to $2,208 per year, and $11,040 for five years. Again, on the basis of a 50 percent corporate federal tax, out-of-pocket cost for the five years is approximately $5,520.

This gives an advantage of $1,031.25 in this specific case to the renter by the end of the five-year period. It is simply taxes.

The South



By AMASA B. WINDHAM

Sales in Florida Continue at Amazing Pace . . . Refrigerator Volume High . . . Air Conditioning Demand Fantastic

LOOKING over the appliance, radio and television picture in the South, your eye automatically stops at Florida. Dealers in the peninsula state are on a slap-happy selling binge that is little short of amazing.

Our contacts in Miami, Tampa and Jacksonville tell us that even during the heat and mosquito month of May, sales of air-conditioning, water pumps, dishwashers, television, ranges, refrigerators, dry-

(*Continued on page 12*)

Youngstown Kitchens JET-TOWER DISHWASHER Spearheads Kitchen Sales!



Youngstown Kitchens Electric Sink, 48" wide. Jet-Tower dishwashing, full sink facilities. Food Waste Disposer and rinse spray available at extra cost. No man, woman or other machine can wash dishes so clean as the Jet-Tower Dishwasher with Hydro-Electric Control.

Unequaled *washing ability!*

That's the reason the Youngstown Kitchens Jet-Tower Dishwasher is spearheading kitchen sales.

And that's why the Jet-Tower Dishwasher is leading the way to recognition of the automatic dishwasher as "standard home equipment." That's why it's leading the dishwasher parade to the day when the automatic dishwasher will be as much a modern home requirement as the automatic refrigerator and washing machine.

With the introduction by Youngstown Kitchens of the exclusive Jet-Tower principle, plus *positive* Hydro-Electric Control, the automatic dishwasher achieved theretofore unknown dishwashing efficiency.

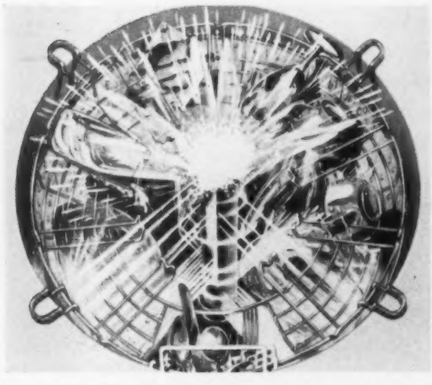
This new principle . . . using filtered, booster-heated water . . . leads the way with real washability, unequaled by others.

Today, the Youngstown Kitchens Dishwasher is a magnet in thousands of appliance stores for millions of women interested in a modern kitchen. Every sale creates a new prospect for future Youngstown Kitchen sales.

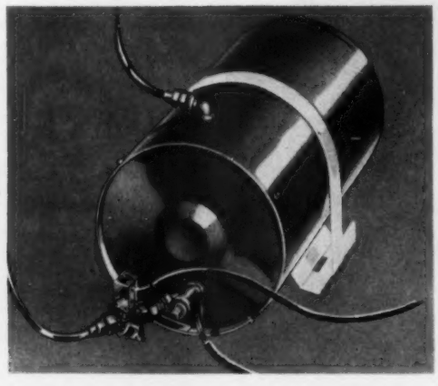
The dramatic *action* of the Jet-Tower Dishwasher will add powerful demonstration to your kitchen selling—give it more punch and persuasion. For full particulars write—

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO
Youngstown Kitchens are sold throughout the World

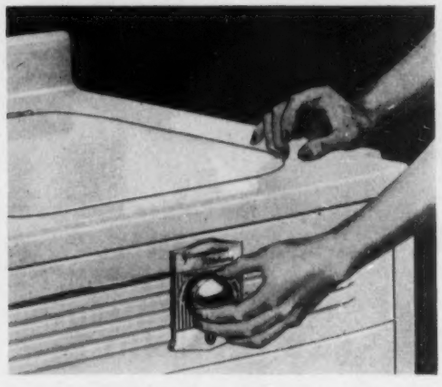
YOUNGSTOWN KITCHENS JET-TOWER DISHWASHER with Positive Hydro-Electric Control



No other dishwasher can claim the Jet-Tower. Vigorous, top-to-bottom water action like this is possible only with Youngstown Kitchens Jet-Tower dishwasher.



Booster heater, thermostatically controlled and fully insulated, keeps water piping hot—hotter than your hands could stand—gets dishes *hygienically* clean.



Hydro-Electric Control uses water weight, water pressure, and electricity for perfectly timed Jet-Tower action. Insures efficient service for years to come.

Youngstown Kitchens JET-TOWER DISHWASHER

PLUS VALUES
IN THE CORDS YOU SELL



To You, Belden's Golden Anniversary Means
—product performance that can come only from a "know-how" that has grown through actual service since the early days of the electrical industry.
—an ability to cooperate in pioneering new wires to meet or anticipate industry's growing needs.
In the years that follow This Belden Program Is
—TO BE CONTINUED

... Make a Difference



the Belden Line gives you
+ SAFETY
+ APPEARANCE
+ SATISFACTION
+ PROFITS

This all-rubber mixer cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

Belden Manufacturing Co.
4663 W. Van Buren St.
Chicago 44, Illinois

CORDITIS-FREE CORDS BY... Belden WIREMAKER FOR INDUSTRY

APPLIANCE-RADIO-TV PICTURE

—CONTINUED FROM PAGE 10—

ers and other laundry equipment were booming like a Salvation Army drum. The Florida Power & Light Co., points out that overall appliance sales in its territory during the first quarter of 1952, ran about 75 percent ahead of last year, while wholesalers in Jacksonville estimate that business during the second quarter will hold the pace.

One Jacksonville dealer called attention particularly to the great increase in sales of dishwashers and garbage disposal units. It seems that Florida dealers have suddenly realized that these are "good profit items" and are not too difficult to sell. Consequently, they have gone out after the business in a big way. A Miami dealer estimates that his sale of dishwashers is up 100 percent over last year.

Other States Reap Too. While Florida is still the leader in the selling parade, other states were also enjoying excellent business. In Atlanta, Nashville and Charlotte, automatic washers were reported moving steadily and at a better rate than 1952 sales. In Birmingham sales were "at least as good as last year." Memphis sources estimated that the sale of both automatic and conventional washers was off slightly during May but reported a continued high volume sale of ironers and dryers.

A heavy upsurge in refrigerator sales was reported during the month from Memphis. One wholesaler in the Bluff City commented that "it seems like old times, before saturation set in." Refrigerator sales in Miami were approximately 35 percent over last year, while Birmingham, Atlanta and New Orleans dealers tabbed refrigerator sales as "pretty good" or "satisfactory."

Last month we reported on the fantastic sale of air-conditioning units all over the South. It's even higher this month, if such a thing is possible. In any event, at the rate they're going, a shortage is certainly probable by mid-August. In Birmingham the sale of air-conditioning units is up an estimated 25 percent over last year; in Atlanta, about 20 percent; in New Orleans about 15 percent; in Jacksonville some 75 percent and in Miami, a staggering 200 percent. These figures, while based on the estimates of reliable wholesalers and retailers, are conservative.

Freezers And Ranges Move. Home freezers and electric ranges are moving at a steady pace everywhere. Chattanooga and Nashville dealers are selling around 500 ranges a month, equal to or better than a comparable period of 1951 and 1952. But the evidence indicates that retailers could do a considerably better job on home freez-

(Continued on page 16)

CASCO is GOING PLACES...





STEPPING-UP ITS RECORD

$1,000,000 Campaign!

in the Peak-Selling months ahead

Spread after Spread! Page after Page!
In the country's Top-Notch, Top-Impact Magazines

Plus A TERRIFIC

New Dealer Program

that focuses the Million Dollar Campaign on your store!

GET SET FOR THE BIGGEST FALL, WINTER and XMAS SEASON YOU'VE EVER HAD!

Feature

CASCO

STEAM & DRY IRON

and you'll get a bigger share of the BOOMING STEAM IRON MARKET

Guaranteed by Good Housekeeping

YOUR DISTRIBUTOR will have full details JULY 15

See us at | Booths 568-576 Atlantic City

Uses ordinary tap water!

no ifs, ands or buts!

CASCO PRODUCTS CORP. • BRIDGEPORT, CONN.

New Arvin Radios

EVERY TYPE, EVERY COLOR, EVERY PRICE

You can't miss a sale with Arvin!

WIDE CHOICE IN ALL MODELS!

Arvin was first with decorator colors in the radio field! Arvin leads in value and variety—57 actual choices, counting all of the color variations in AC/DC, straight AC, FM/AM, clock-radios, 3-way portables, and battery portables! Whatever any customer wants, you've got it in the amazingly complete Arvin line!

SUPREME VALUE AT EVERY PRICE!

There's a real value achievement in every Arvin radio—made possible only by Arvin's long experience in engineering and production-line manufacturing. Only a real leader in table model radios could possibly offer such values. With Arvin, you're offering the most for the money, in every price bracket. Arvin puts you in the driver's seat!

GENEROUS SELLING SUPPORT!

National advertising, free newspaper mats, copy for radio spot announcements, and elaborate, colorful, hard-hitting point-of-sale display material are all part of the Arvin Radio program. Arvin goes all-out to help you build more sales! Climb on the Arvin bandwagon and watch your radio profits pile up!

CONTACT YOUR ARVIN DISTRIBUTOR NOW FOR HEAVY FALL RADIO PROFITS!

LOOK AT THESE BRAND-SPANKING-NEW ARVIN TABLE MODELS



Sleepytimer, Jr.—Model 758T
Clock radio

In coral, ivory, green, tan, and rosewood. Dependable electric clock and automatic timer; 5 tubes including vacuum rectifier; loop antenna; 4" Alnico speaker... **$29.95**



Rainbow—Model 740T
Six colors; shatterproof cabinet

In coral, ivory, cherry, citron, green and tan. New styling for the famous chassis which has delighted over 3 million users! 4 tubes including rectifier..... **$14.95**



Collegian—Model 741T
Lucite dial; built-in antenna

Plastic cabinet, lucite dial, 4 tubes including rectifier. Built-in Arvin Magnetenna for distance; 4" Alnico speaker. In coral, ivory, cherry, citron, green and tan. **$16.95**



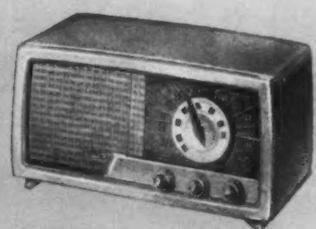
Urbanite—Model 753T
Top achievement in its class

Eye-catching style with crystal dial, 5 miniature tubes including rectifier, long-range Arvin Magnetenna. In coral, ivory, tan and green, $22.95. Walnut finish..... **$19.95**



Prelude—Model 760T
Arvin's finest AC/DC set

Brilliant new styling; lighted dial; 6 tubes including rectifier; extra-sensitive Arvin Magnetenna; 5" Alnico speaker. Ivory, green, tan, rosewood and ebony. **$34.95**

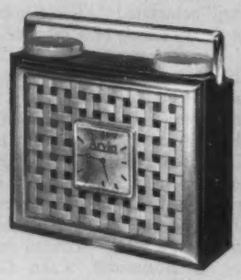


Polonaise—Model 780TFM
Ultimate in FM/AM reception

In ivory, green, tan, rosewood and ebony. 8-tube straight AC circuit; dual antenna system; finest performance on either FM or AM. 5" Alnico speaker..... **$59.95**

57 varieties to choose from
ANY CUSTOMER CAN WANT!

AND WHAT A STAND-OUT NEW LINE OF PORTABLES



Personal Pal—Model 747P
Battery portable that tells time

In maroon, jade and tan, the newest in battery portables! Mechanical clock; 4 miniature tubes; Arvin Magnetenna; Alnico speaker. Batteries load from front.... **$26.95***



Gadabout—Model 746P
Same set without clock

Styled for instant gift appeal. Gold-tone metal grill opens for easy loading; 4 miniature tubes, new long-life batteries; Arvin Magnetenna. In maroon, jade and tan.. **$21.95***



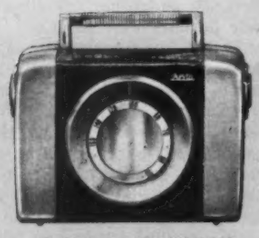
Troubadour—Model 652P
Top value 3-way portable

Styled in rich ruby plastic with Cloth-o-Gold midriff, this set has the same famous chassis as Arvin Vacationer which sold at $39.95! Uses AC, DC or batteries. **$29.95***



Companion—Model 652P
3-way portable, gift favorite

Exquisite variegated jade plastic with Cloth-o-Gold midriff; jade handle and dial. 5 tubes plus selenium rectifier; Arvin Magnetenna; 4" Alnico speaker.... **$32.95***

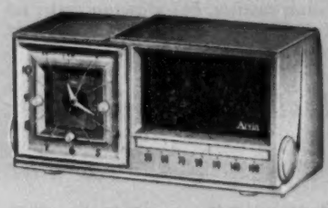


Caballero—Model 654P
3-way portable, mirror dial

Arvin's finest 3-way portable. Suntan plastic with reptile grain trim, mirror dial, and clear plastic folding handle. Also in ebony and jade. *The* portable buy!..... **$34.95***

*All portables priced less batteries.

PLUS THESE PROVED PROFIT BUILDERS WITH ESTABLISHED DEMAND!



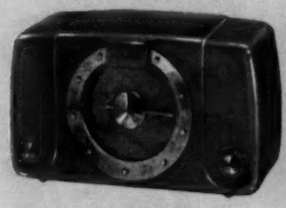
Sleepytimer—Model 657T
America's loveliest clock-radio

Music for dozing off, music for waking, follow-up buzzer alarm, appliance outlet, 5 tubes including rectifier; Arvin Magnetenna. Coral, ivory, green, tan, rosewood. **$39.95**



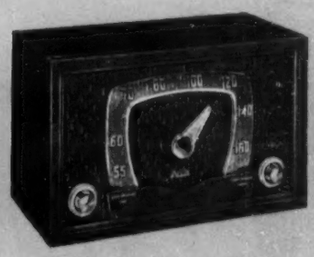
Cosmopolitan—Model 651T
Styled for gracious giving

In ivory, ebony, green and tan, with distinctive gift styling and Velvet Voice tone system. 5 tubes including rectifier; loop antenna; heavy-duty speaker..... **$32.95**



Lovely—Model 451T
Edge-lighted lucite dial

In ivory, ebony, green, sandalwood. A proved gift-favorite wherever shown! 5 tubes including rectifier; Magna-Bass amplifier; lucite dial and crystal knobs..... **$24.95**



Stradivara—Model 751TM
Mahogany cabinet; AC circuit

A superb instrument with tone quality assured by wood cabinet and 9 x 6 oval speaker. 5 tubes, straight AC circuit; phono jack. Blonde finish, $54.95; mahogany **$52.95**

Radio business is booming!

1952 was great; 1953 is even better!

Radio business is going great guns! In the first quarter of 1953, home radios are *up* 26% over 1952, portables are *up* 49% and clock-radios are *up* 87%! With Arvin radios, you have the most comprehensive line, the greatest line for color, the outstanding line for value! Right now is the time to start planning for your full share of the juicy radio profits which will be harvested this fall! Get Arvin, and get going!

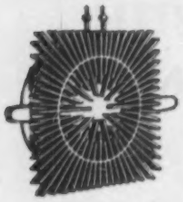
Radio & Television Division

Arvin Industries, Inc.

Columbus, Indiana

Only ELECTROMODE HAS

PATENTED CAST ALUMINUM HEATING ELEMENT



It's completely safe, economical and efficient. Hot resistor wires are insulated and embedded within a finned aluminum casting. No glowing coils; no ceramics to break. Electromode's sealed-in element eliminates any danger of fire, shock or burn.

World's Leading Exclusive Manufacturer Of ALL-ELECTRIC HEATERS For HOME • INDUSTRY • FARM

NEW

AUTOMATIC PORTABLE

SALES APPEAL greater than ever—now that this popular small room Portable Heater is available with built-in thermostat. Has all the quality features of big models.



NEW

5 YEAR WARRANTY

NOW the patented cast-aluminum heating element is guaranteed for 5 years against any defect in material or workmanship.



NEW

FLOOR DISPLAY

FREE—big, colorful Display (EC-139). Holds 4 popular model Electromode Heaters. This valuable sales aid free to dealers with the purchase of the heaters.



ELECTROMODE CORPORATION

45 CROUCH STREET ROCHESTER 3, NEW YORK

SEND FOR COMPLETE CATALOG ON PORTABLE, BUILT-IN-WALL, AND UNIT HEATER MODELS.

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

ers in both of these cities. In fact, there is a belt which extends from the Carolina east coast westward through Tennessee to the Mississippi River, where freezers are simply not being sold to any great extent. In direct contrast, dealers in cities along the Gulf Coast have always mopped up with this item.

Television is still riding the buying wave. Dealers in Memphis, Atlanta, Birmingham and New Orleans all report continued heavy sales and high competition. Miami again was the big leader, running an estimated 100 percent over last year's sales. A veteran Miami wholesaler told this reporter: "It is my frank opinion that recent developments in UHF, color and other technicalities have little or nothing to do with TV sales. People simply have money and they want television sets. This big buying boom is as simple as that." This reporter is inclined to think he is at least 80 percent right.

Inventories No Worry. With appliances moving so fast, inventories do not seem to be a worry with dealers down in this area. A careful check in all sections of the South shows that inventories are being maintained on a 30 to 60 day basis with shortages apparent in some lines.

Major headaches are still a shortage of good salesmen and high rentals, with no apparent relief in sight on either count. A lot of veteran salesmen have changed jobs recently, going with different firms which offer the higest compensation. Such men are extremely hard to replace unless the dealer or wholesaler tops the other firm's offer to keep his salesmen from being "proselyted." The whole thing is pretty much of a rat race.

Summer promotions by the utilities are now under way with the power companies reporting fine to excellent results. One campaign deserving of special mention is Gulf States Utilities' "four in one" promotion of brand name ranges, water heaters, home freezers and air-conditioners. Remarkable results were being recorded by dealers in Beaumont, Lake Charles, Baton Rouge and other nearby areas.

Tornadoes, floods and hot weather which have plagued the South constantly, seem to have had little or no effect on appliance buying so far.

The Far West



By HOWARD J. EMERSON

Sales climb out of March-April doldrums . . . Ranges and washers lead the way . . . Distributors liquidate TV inventions . . . Freezer sales above 1952 levels, despite decline in food plans

THE appliance-radio-TV business in the Far West showed an unexpected upswing during the last week of May and the first week of June. Gains were not spectacular, but they were encouraging to an industry which had seen business settle into a state of doldrums from the middle of March on.

Most significant feature of this upswing for business as a whole is that home refrigerators are not included. They continue well below what has been considered a spring season normal. But increases in sales of ranges, automatic washers and dryers are making up in dollar volume what most dealers expected to get from refrigerators.

Biggest increase in sales over 1952 level is reported in San Francisco, where in April the following gains were made: electric ranges, up 40 percent; refrigerators, up 10 percent; automatic washers, up 33 percent; dishwashers, up 32 percent; dryers, up 26 percent. This was local, however, for in adjacent areas of Marin and San Mateo counties no such gains were made, and across the bay in Oakland, Berkeley and other communities, severe declines were reported.

In the Los Angeles area, appliance sales are remaining steady, showing somewhat less pickup June first than in other sections of the Far West. In San Diego, white goods sales "are satisfactory" but still running below the 1952 level with refrigeration very slow. The middle of April was the low point reported from San Diego, with a gradual increase in sales from then on. Lower farm incomes in the interior valleys of California are not yet considered a factor in appliance sales—while there has been a small decline in sales there, it has not been more than in the industrial areas.

Hand-to-Mouth. In the established TV sections here, most dealer inventories are in a very healthy shape.

(Continued on Page 26)

RCA VICTOR

Announces

powerful new television sets with

Rotomatic Tuning



more to see...less to do...

RCA

MASTER'S VOICE

Here's new

More to see...

More detail—amazing depth and clarity. The "Magic Monitor" screens out static, steps up power—*automatically*. The picture is vivid, accurate, over the entire surface of the screen.

More stations—with television's tremendous new expansion. This means more prospects for you . . . more sales! And with Rotomatic Tuning, they'll be *easier* to sell.

It's one knob CLICK tuning



17-inch Brent, finished in maroon or grained blond, Special Model 17S350.



17-inch Bristol, finished in grained mahogany or grained blond, Special Model 17S351.



17-inch Denham, finished in grained mahogany or grained blond, Special Model 17S360.



17-inch Hayes, finished in grained mahogany or grained blond, Super Model 17T352U, with Rotomatic UHF-VHF Tuning only.



21-inch Blake, finished in maroon or grained blond, Special Model 21S354.



17-inch Highland, finished in mahogany or limed oak, Super Model 17T361.



21-inch Talbot, finished in grained mahogany or grained blond, Special Model 21S362.



21-inch Bentley, finished in grained mahogany or grained blond, Super Model 21T356U, with Rotomatic UHF-VHF Tuning only.

Every year more

RCA Victor Television with

Less to do!

Less dialing—with Rotomatic Tuning every station is pre-tuned. Turn one knob—CLICK!—there's your station . . . sharp, clear, steady. It's so *automatic* a child can tune any channel as easily as an adult.

Less adjusting—exclusive "Magic Monitor" circuit system *automatically* brings in and *holds* the finest sound and picture. "Golden Throat" tone system gives "in person" listening.

for both **UHF** *and* **VHF!**



21-inch Latham, finished in natural walnut or limed oak, Super Model 21T365.



21-inch Hillsdale, finished in mahogany or limed oak, Super Model 21T363.



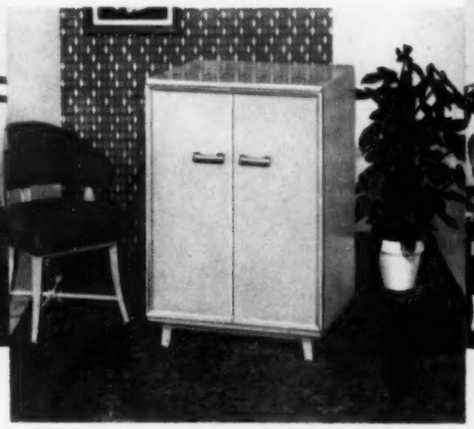
21-inch Hayward, finished in mahogany or limed oak, Super Model 21T364.



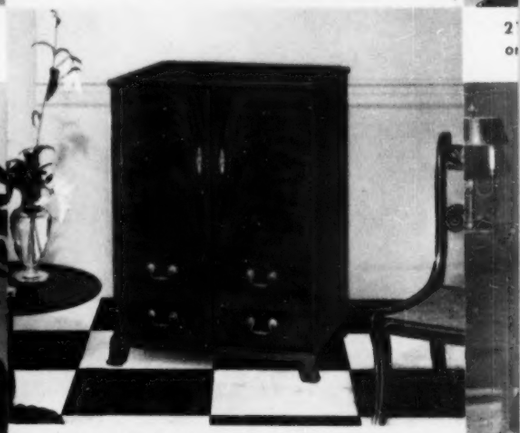
21-inch Preston, finished in mahogany or limed oak, Super Model 21T372.



21-inch Powell, finished in maple, red cherry, or mahogany, Super Model 21T373.



21-inch Sutton, finished in limed oak or natural walnut, Super Model 21T374.



21-inch Chadwick, finished in mahogany or walnut, Super Model 21T375.

people buy RCA VICTOR *than any ot*

RCA Victor Television with

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for both **UHF** *and* **VHF**!



21-inch Latham, finished in natural walnut or limed oak, Super Model 21T365.



21-inch Hillsdale, finished in mahogany or limed oak, Super Model 21T363.



21-inch Hayward, finished in mahogany or limed oak, Super Model 21T364.



21-inch Preston, finished in mahogany or limed oak, Super Model 21T372.



21-inch Powell, finished in maple, red cherry, or mahogany, Super Model 21T373.



21-inch Sutton, finished in limed oak or natural walnut, Super Model 21T374.



21-inch Chadwick, finished in mahogany or walnut, Super Model 21T375.

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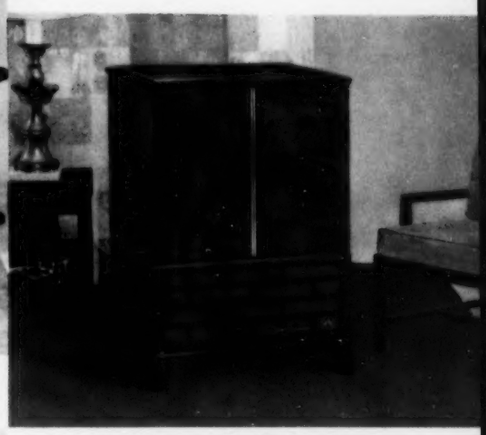
or



21-inch Dunbar, finished in mahogany or limed oak, Deluxe Model 21D358.



21-inch Talmadge, finished in mahogany or limed oak, Deluxe Model 21D368.



21-inch Caldwell, finished in mahogany or limed oak, Deluxe Model 21D376.



or



21-inch Vincennes, finished in mahogany, or natural cherry, Deluxe Model 21D377.



21-inch Newport, finished in natural walnut or limed oak, Deluxe Model 21D378.



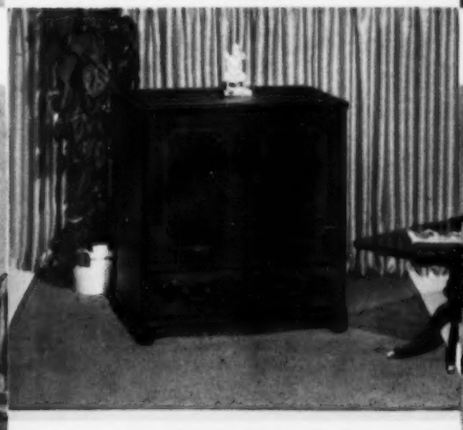
21-inch Bradbury, finished in mahogany or walnut, Deluxe Model 21D379.



or



21-inch Beaumont, finished in red cherry, maple or mahogany, Deluxe Model 21D380.



27-inch Copeland, finished in grained mahogany or walnut, Deluxe Model 27D383.



27-inch Longchamps, finished in maple, or in *genuine* mahogany, Deluxe Model 27D384.

y other television

RCA

"HIS MASTER'S VOICE"

Rotomatic Tuning

Here's what it is—

Rotomatic Tuning is the combination of two great RCA Victor exclusives: a powerful Rotomatic tuner plus the famous "Magic Monitor" circuit system. Nothing could be simpler to sell! Just turn one knob and—CLICK!—there's the station . . . sharp, clear, steady, perfectly pinpointed and locked into position.

And RCA Victor gives you a *choice* of Rotomatic tuners. For VHF, the Rotomatic VHF tuner is the finest of its kind. For UHF, the advanced Rotomatic UHF-VHF tuner does more—and does it better—than any other ever built. An optional extra, it is available on all models except the lower-priced Special Series, which feature Rotomatic Tuning for VHF, with *manual* tuning for UHF optional at extra cost.



A powerful, accurate ROTOMATIC TUNER + **The automatic MAGIC MONITOR circuit system** = **ROTOMATIC TUNING —more to see . . . less to do!**

And here's how to sell it—



Tell your Customers it's NEW

Explain that Rotomatic Tuning is the latest in a long series of "firsts" developed by RCA Victor, the company that pioneered both VHF and UHF television reception. Point out the new styles and finishes too.



Prove to them it's POWERFUL

Show them how RCA Victor's extra power makes a difference in reception that they can *see!* And remind them that every year more people buy RCA Victor than any other television—further proof that RCA Victor reception is tops!



Show them it's ACCURATE

Let your customers tune an RCA Victor set. Let them see for themselves how each station comes in sharp, clear, steady—at a click!

Demonstrate that it's AUTOMATIC

Point out how the "Magic Monitor" circuit system *automatically* brings in—and *holds*—the best sound with the clearest picture. That's one more reason why Rotomatic Tuning means *more to see* and *less to do* for your customers . . . more to *sell* and less to do for *you!*



Get CLICKING with Rotomatic Tuning Now!

RCA Victor—America's most complete television line!

RCA Victor is America's best advertised television



Here's the most spectacular advertising campaign you've ever had behind you!



Television's behind you! The Goldbergs and other nation-wide shows will sell for you!

Radio's behind you! RCA Victor's brand new Tony Martin musical show will deliver customers to your store during the summer months!



Magazines . . . the ones *your* customers read, will feature Rotomatic Tuning in big-space ads *soon!*

Newspapers in your area will carry strong-selling RCA Victor advertising . . . for *you!*



Point-of-purchase sales aids and plenty of hard-hitting promotion pieces are ready to help you to help *yourself* to the big profits in fast-selling RCA Victor Television with Rotomatic Tuning!

Billboards and car cards . . . double-barreled sales-impact for you!



Millions of dollars in the next six months—that's the kind of advertising support we're giving you!



Only because RCA Victor television leads all others in *sales* is it possible to invest so much money in advertising in the months just ahead . . .

Every advertising medium—newspapers, magazines, billboards, car cards, radio, television, direct mail, point-of-purchase materials, co-operative advertising—is being put behind this great new RCA Victor television line. So *now's* the time to order new RCA Victor television. Call your RCA Victor Distributor today!

and—

RCA Victor is America's best serviced television!

RCA Victor—and *only* RCA Victor—"backs you up" with a nation-wide factory-controlled Service Company, whose facilities you can use as little or as much as you please.

And only RCA Victor offers you Rotomatic tuners to give you *extra* sales in *every* area . . . VHF *and* UHF! *Only* RCA Victor offers you the really full line you need for easy "sell-ups." *Only* RCA Victor offers you such complete advertising support. For all these reasons—



Call your RCA Victor Distributor—TODAY!

Every year more people buy RCA VICTOR than any other television

DIVISION OF RADIO CORPORATION OF AMERICA

RCA Victor is America's best advertised television



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Call your RCA Victor Distributor—TODAY!

Every year more people buy RCA VICTOR than any other television

DIVISION OF RADIO CORPORATION OF AMERICA

Sales Come Easier,
Sales Come Quicker,
—When You

Merchandise the Aluminum Advantages in Refrigerators



Point Out these Aluminum Parts... Point Up Your Refrigerator Sales!

Whether it's an electric or gas refrigerator, chances are one or more of the following aluminum features can be used to strengthen your sales story.

Aluminum evaporator units speed heat transfer—refrigerators get colder faster, defrost quicker.

Aluminum ice cube trays provide faster freezing—will never rust.

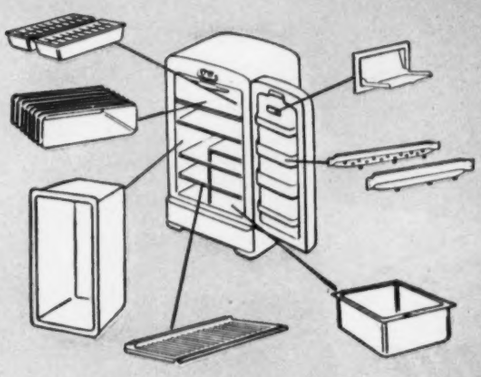
Aluminum shelves are light yet strong, easy to keep clean, color anodized for sparkling beauty.

Aluminum crisper pans are non-toxic, won't chip or crack.

Aluminum door trays are strong, attractive in either natural or color anodized finishes.

Aluminum butter-keepers retain no odors, impart no taste-taint.

Aluminum liners won't chip—wipe clean in a jiffy.



Remember:

Manufacturers are using more and more aluminum in *all* appliances because aluminum makes products better . . . makes them easier to sell . . . reduces dealer service problems. And, national magazine and network TV and radio advertising by Reynolds Metals Company is constantly reminding your customers to look for aluminum in the appliances they buy. Put this support to work for you by talking up aluminum advantages right at the point of sale, where *your* profits are made. Call your local Reynolds office or write Reynolds Metals Company, 2510 So. Third Street, Louisville 1, Ky.

REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

McGraw Electric Company presents the

MOST COMPLETE LINE OF ELECTRIC

MARKETED WITH THE



TROPIC-AIRE

Electric Blankets

Double-Bed, Single Control, $44.95 retail
Double-Bed, Dual Control, $53.95 retail
Single-Bed, Single Control, $42.95 retail

only *TROPIC-AIRE* gives you ALL these features!

- **Widest color range** in the business! Six blanket colors! Six sheet colors!
- **Gift case and storage container,** with sturdy drawer-type construction, stacks perfectly at point of sale. A whole blanket "department" on the counter! Cuts soiling, ends mark-downs of shopworn goods. No need to repack blankets.
- **Minimum investment** in dollars and space starts you in this profitable field!
- **Interchangeable controls** let you substitute single control for dual control or vice versa as customer wishes. Either control fits double-bed blanket or sheet.
- **Direct-action service plan.** No red tape, no delays. Your distributor will *replace* any defective goods *at once from his stock!*
- **Sanforized sheets** of long-wearing, mercerized percale. A trademark that means satisfaction to people everywhere.
- **Exclusive Comfortrol**—the kind you set and forget. Has on-off switch. Dial setting glows with comforting "night-light" effect. Operates by *sight, sound,* or *touch!*
- **Powerful national advertising**—featuring big color ads in The Saturday Evening Post. Pre-sells customers for you all the time!



NEW TROPIC-AIRE

Electric Sheets

Double-Bed, Single Control, $31.95 retail;
Double-Bed, Dual Control, $39.95 retail
(Can easily be used on single beds)

TROPIC-AIRE, INC.
Subsidiary of McGraw Electric Co.
Elgin, Ill. © 1953

BEDCOVERINGS IN THE INDUSTRY!

RETAILER IN MIND!



● **Space-saving counter display!** Locks securely to blanket box. Use it on a single package or on a stack of them. Colorful, compelling!

Only ***TROPIC-AIRE*** *gives you ALL these sales aids! FREE OF EXTRA CHARGE*



● **Visual self-selling manual!** Complete sales story on blankets and sheets. Easel-backed. Helps customers "sell" themselves.

● **Fact folder and swatch card!** Has sales features and actual fabric samples of each blanket and sheet. Shows complete color line. Permits feeling texture.

● **Consumer leaflets!** In beautiful full color. Perfect for counter use or in mailings. Ample imprint space. One featuring blankets, another on sheets.

● **Complete cut and mat service!** Complete ads as well as all component parts for making your own ads.

Two Profitable Promotion Packages! Look at All You Get!

Promotion Package #1

With your initial order for any 4 pieces (blankets only, sheets only, or mixed) you get all the merchandising aids shown at left, *except* the floor display. All at no extra charge.

Promotion Package #2

With your initial order for any 10 pieces (blankets and sheets) you get all the merchandising aids shown, at no extra charge, *including:*

The handsome, wrought-iron floor display!



Handsome Wrought-Iron Floor Display!

New, modern design! Pays big dividends for the small amount of space you give it and the small investment in stock you make. A complete electric bedcovering department in a space only two feet square! A "silent salesman" if you ever saw one. Holds complete line of six blankets as well as two sheets and controls. Shipped flat, easy to assemble.

YOURS AT NO ADDITIONAL COST!

Order *NOW!*

Cash in on Bridal-Gift Sales!

Government marriage statistics for 1952 show these figures. First-quarter marriages—19.7%, 2nd quarter—27.4%, 3rd quarter—27.2%, 4th quarter—25.7%. Every day is a bridal-gift day. It pays to promote on that basis!

See Your Distributor or Mail Coupon NOW

S. C. Rexinger, Sales Manager, Electric Housewares
Toastmaster Products Div., McGraw Electric Co., Elgin, Ill.

I am interested in ☐ Promotion Package No. 1;
☐ Promotion Package No. 2.

Please have the nearest TROPIC-AIRE distributor get in touch with me.

*Name*_____

*Address*_____

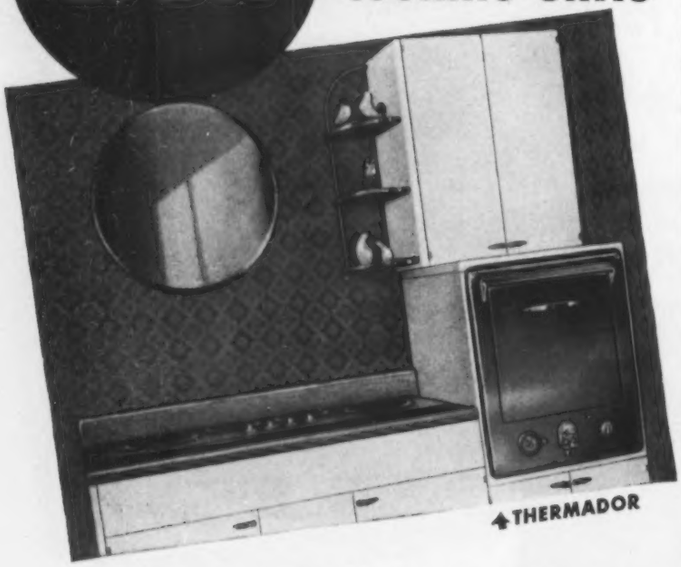
*City*_____ *Zone*____ *State*_____

Another "SALES-PLUS" from LYON



CHAMBERS

LYON CABINETS for BUILT-IN COOKING UNITS



THERMADOR

• Another example of LYON's leadership in design and completeness of line. If you're interested in *more* features that sell more kitchens at a *bigger* profit, write for the complete story. There may be a LYON dealership available in your territory.

LYON METAL PRODUCTS, INCORPORATED

General Offices: 721 Monroe Avenue, Aurora, Illinois

Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA

Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving • Kitchen Cabinets • Tool Boxes • Toolroom Equipment • Revolving Bins • Work Benches • Tool Stands
• Lockers • Cabinet Benches • Economy • New Freedom Kitchens • Wood Working Benches • Bench Drawers • Hopper Bins
• Stools • Storage Cabinets • Hooker Racks • Service Carts • Shop Boxes
• Kit-Units • Drawing Tables • Parts Cases • Display Equipment • Hanging Cabinets • Sorting Files • Tool Trays
• Bin Units • Tool Risers • Filing Cabinets • Flat Drawer Files • Folding Chairs • Drawer Units • Shop Desks

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 16

They are in that shape, says one distributor "because the so-and-so's have been buying hand to mouth since January." Most observers feel that the average dealer will have no trouble clearing his floor for the flood of new models expected to start coming in July. Dealers who didn't guess quite right are beginning to put on pressure to clear their stocks to a satisfactory level—with large trade-in offers much more common and successful than straight price cutting. Some of the distributors are not in as good shape as their dealers however, and at least in northern California, some distributors are going to have to clear their warehouses at any cost during the next two months. One distributor is offering an extra 5 percent plus a flat $40 off on any sets the dealer will take. The industry in San Francisco is talking about the distributor who has 4,000 sets in stock approximately a month before shipments of new models will begin. On one model, a 17-in. table model, he has made a special to dealers at $110 each—they cost the distributor $135.

TV on Consignment. Interesting trends in TV merchandising are underway here. In Los Angeles there is a flurry of consignment of TV stock to dealers in place of the previous practice of giving long dating when the distributor wanted to get excess stock out of his warehouse. The reason—recent folding up of a very large appliance TV chain which left distributors in the position of waiting for whatever the Board of Trade could salvage from the disposal of the very large stocks which the chain had on long dating. Of course, the distributor retains title to all stock put out on consignment and thus avoids getting involved in liquidation proceedings.

Wait and Save. The condition of northern California distributor stock which is sending wholesalers' salesmen out each morning with a new "deal" has convinced several of the best dealers that the days of buying more than a sample stock of TV are over. Said one of the largest independents, ". . . I'm going to keep just enough to make a good display on the floor. While I may pay more for that stock, I'll make out better in the end by taking the deals that come along. Some of the stock I have out back I could buy today for 20 percent less than I paid 30 days ago."

In Los Angeles the industry is witnessing a situation in which the discount houses are getting their "come uppance". Some dealers are discounting the discount houses. This is how it works: A prospect comes into a dealer, sees an appliance she likes, say a $299 refrigerator. She tells the dealer truthfully that she can get it for "cost plus 10 percent" elsewhere. If the dealer can't convince her that his service, etc., warrant her purchase at list, he advises her: "Well, if you want to get it that way, why pay the extra 10 percent. I'll let you have one at my cost, if you'll pick it up and pay cash for it just as you would do at the discount house." The dealer shows her his sheet from the distributor with the 1-5 unit price of, say, $220, and then makes out his own order to the distributor for one unit, cash, will call. The customer gets just what she saw and at the price she saw. A few days later the distributor sends the dealer a check for about $20 which represents the difference between the one unit price and the price which that dealer's 25 or over price gives him. The return can be more when the dealer and distributor use "rigged" price sheets.

Repossessions Revised. Some concern was expressed here in the Far West by the statement in this column in May that freezer repossession were running about 26 percent. Some dealers assumed from that report that the freezer business is too dangerous to touch. A little explanation will clear that up. During the first three months of 1953 the very high repossession rate was the direct result of the selling of food freezer plans by specialty concerns during the summer and fall of 1952. About 20 percent of the repossions in that period were freezers that had been sold by the suede shoe boys working for concerns that passed out of existence by Christmas. The average appliance dealer, even when he had gone into food freezer plan selling, never had repossessions reaching anywhere near that figure.

In order to clear up what may have been misleading, a check has been made with distributors and financial institutions in San Francisco. Their reports show that freezer repossessions are averaging 6 percent where no specialty food plan concern is involved. One distributor has 160 dealers selling freezer, many of these dealers operating a factory sponsored food plan as part of their selling program. Among these independent, full line appliance dealers, there was the grand total of 3 repossessions in May, or 1¾ percent of the freezers sold.

No-Plan Freezers Sales. Although the late and not lamented food plan specialty operators left such a bad taste in the public's mouth that most dealers hesitate to mention that they have a food plan available, the sales of home freezers in the Far West are going at a good pace at appliance dealer level. Surprisingly, freezer sales in San Francisco, home of scores of hot shot food plans a year ago, is running now above the 1952 level with only about three well-established and very ethical food plan specialists left from the mob that once existed.

In San Diego, where the food plans never took hold as strongly as they did a hundred miles north in the LA area, freezer sales are down about 20 percent below the 1952 level. *End*

HERE'S THE ANNOUNCEMENT OF THE

1954 PHILCO TELEVISION AND RADIO LINES

as Presented at Atlantic City, N. J. to

7,500 of the Leading Appliance Dealers of America

It's the greatest engineering story . . . the greatest profit story in the history of the INDUSTRY! Again, Philco sets the pace as Philco leadership sets the stage for a

ONE MILLION SET YEAR!

Turn the Page and Read the News!

New 1954 PHILCO

World's First Television Combination with

High Fidelity Picture AND High Fidelity Sound

Your first glance will tell you that here is something really new, but only a personal demonstration can reveal to you the full significance of the advances in this TV combination with FM-AM radio-phonograph. For the first time, it brings a High Fidelity picture *plus* High Fidelity sound for television, radio and records. With a new "Acoustic Lens", the entire room is flooded with sound so that the realism of the concert hall surrounds you. Nothing remotely like it has ever been on the market before . . . Philco leadership brings it to you for 1954.

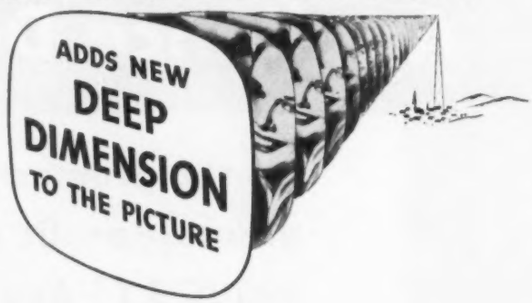


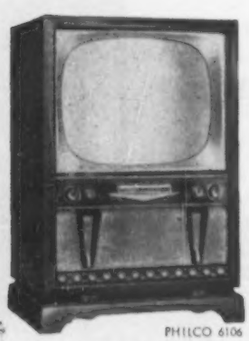
PHILCO *HF-200*

GOLDEN GRID TELEVISION

For its High Fidelity TV combination, as well as for other sets, Philco now announces a new television power plant—the HF-200 High Fidelity Golden Grid Chassis. Nothing matches it for distance or freedom from interference. Nothing equals its Deep Dimension picture for true-to-life realism! Again in every location, it sets a goal of reception power for others to strive to reach.

ADDS NEW MILES TO TV RECEPTION...





PHILCO 6106

NEW FOR 1954—the Philco 6106 with giant-size 24-inch picture. With HF-200 Chassis, it sets a new standard in viewing enjoyment.



PHILCO 4308

NEW FOR 1954—the widest range of fine furniture television in the industry, including the Philco 4308 with 21" screen, shown above.

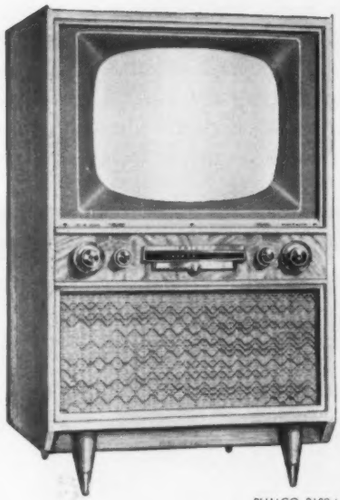


PHILCO 4008

NEW FOR 1954—the Philco 4008 . . . world's first High Fidelity 21-inch table model with exclusive DEEP DIMENSION picture.

The Greatest Advance in a TV Chassis Since the Miracle of Television!

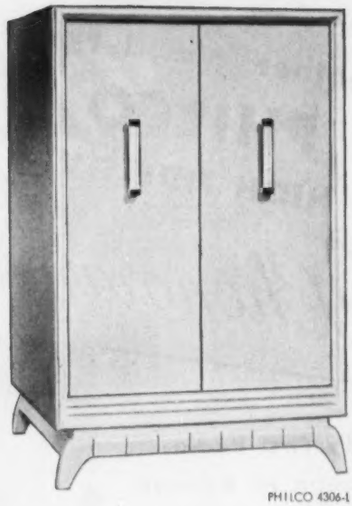
Television Triumphs!



PHILCO 3102-L



PHILCO 4304



PHILCO 4306-L

Famous Golden Grid TV ***at New Low Prices!***

NEW PHILCO TV-190 POWER PLANT

It's news that will sweep the country! Another new Philco power plant—the TV-190 with Golden Grid tuner—is here for 1954 in a wide range of models. At new low prices for Golden Grid television, these newest Philco value triumphs will again create the greatest public demand in TV history.

Three examples are shown above, and typify the wide choice of cabinetry Philco offers for 1954. Whatever your customers demand in styling or finishes, there's a Philco table model or console, unmatched for sales appeal and value. Even more, every Philco set even at lowest price comes to you with *True Simplified Tuning*—no hidden controls . . . no hard-to-reach switches that are difficult to adjust.

Clear your decks and be ready to introduce the most sensational TV line of all time—Philco for 1954. Every model is available with BUILT-IN ALL-CHANNEL UHF.

New UHF PRISMATIC *Station Selector*

Another Philco "first" . . . when you stand at the set to tune, dial lights up in your line of vision. Yet when you return to your seat, *like magic the lighted dial disappears from view*. It will be the most talked about television feature of the year!



Dial Lights Up for Tuning



Dial Disappears for Viewing

ONLY PHILCO HAS IT!

Celebrating its 25th Anniversary in Radio....

PHILCO Zooms RADIO into BIG BUSINESS FOR 1954!

Yes, for its Silver Anniversary in Radio, Philco brings its dealers the greatest, most profitable line in 25 years of pioneering and leadership! Spearheaded by the Greatest Radio-Phonograph of All Time . . . backed by the vast resources of Philco engineering and merchandising genius, this new line puts the *High Unit of Sale* back into the radio business and pays off in *Big Profits* for Philco dealers from coast-to-coast!

Another World First

PHILCO HIGH FIDELITY

"Phonorama"*



World's First Radio-Phonograph to Achieve

FULL DIMENSION

in Reproduction of Sound

There has never been anything like it in appearance or performance! Philco "Phonorama" ushers in a whole new era in enjoyment of records, FM radio and AM radio... achieving, for the first time, High Fidelity sound in Full Dimension! You must see it, you must hear it to fully appreciate its unprecedented sales opportunities.

It's Big Business in '54 with a Philco Radio-Phonograph for Every Market



A Value Leader for Modern Living



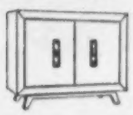
Top Performance in Limited Space



For those with TV in Mind



For Outstanding Performance



For High Fidelity Enthusiasts

Famous Philco

Special Service Band

Soars to New Heights of Popularity



The short-wave service that's setting sales records everywhere—more potent than ever for '54! New features, new designs give you what it takes to cash-in on this great Philco-pioneered radio service!

*Trade Mark



MIGHTIEST

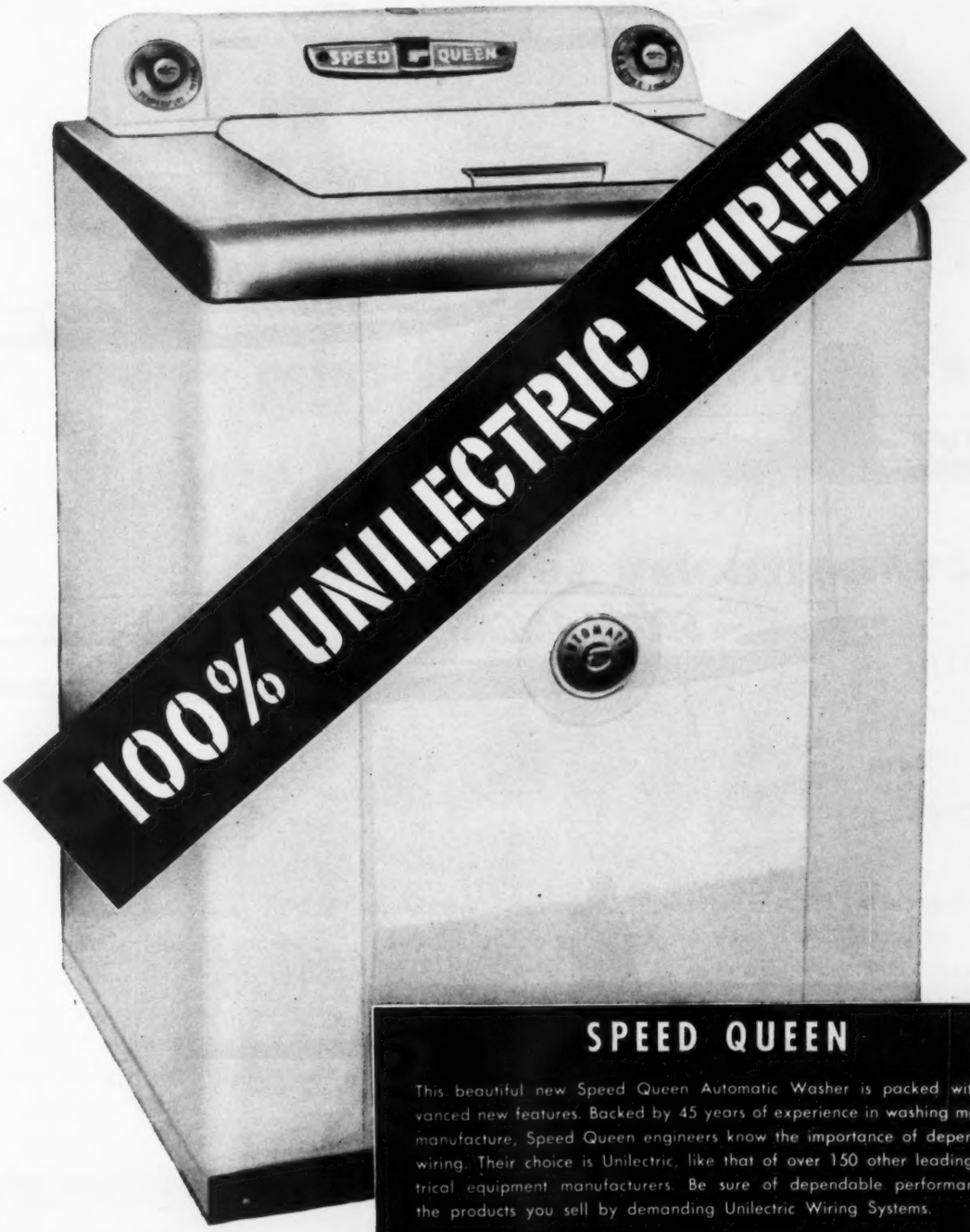
"Personal" IN RADIO HISTORY!

Unmatched for performance and sales appeal in its field—this mighty midget has more advanced features than any other "personal" radio! It's the new, power-packed Philco 650 that delivers

Peak Reception 10 Times Longer

than other "Personal" radios

NOW is the time to surge ahead to BIG PROFITS with PHILCO!



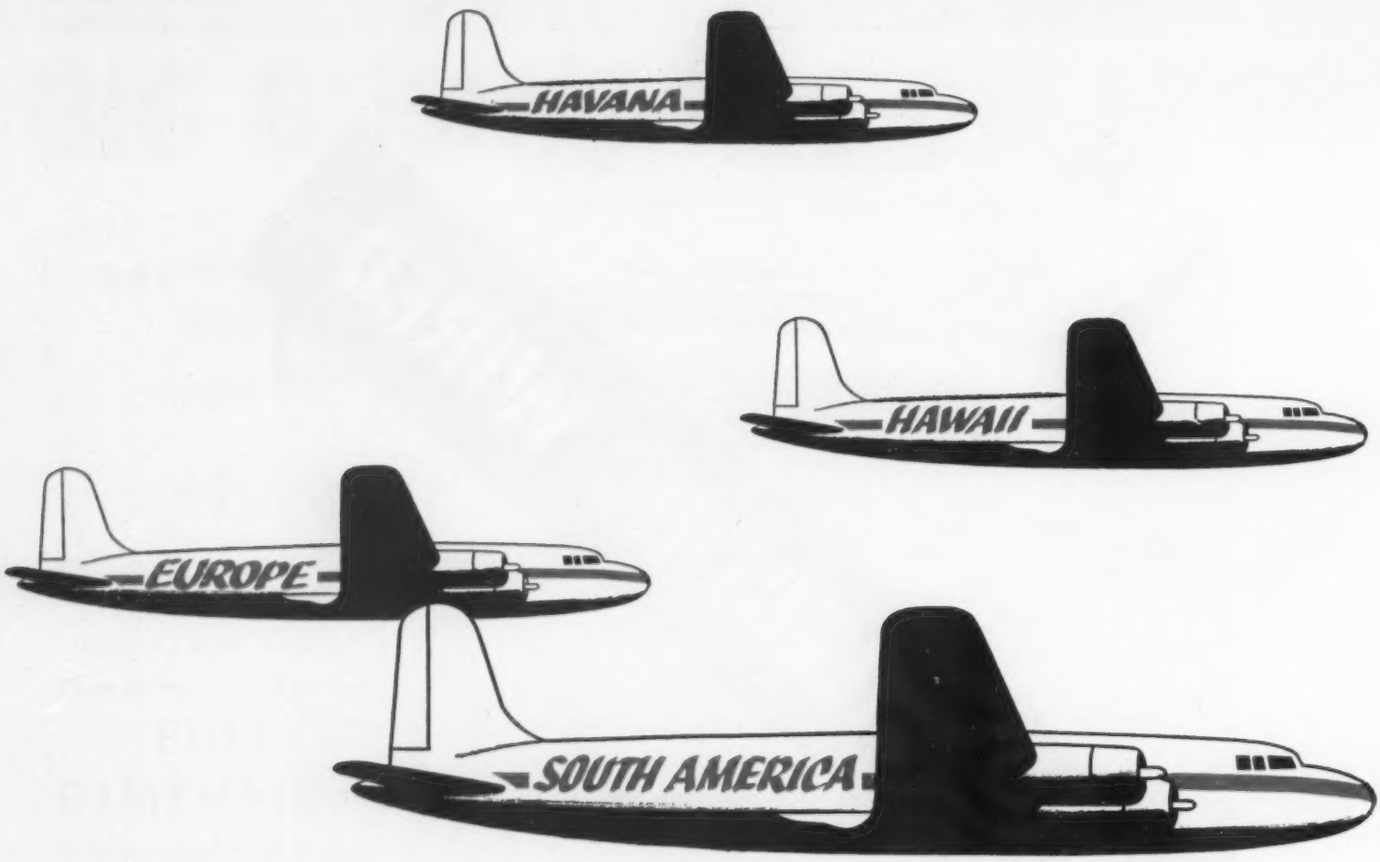
SPEED QUEEN

This beautiful new Speed Queen Automatic Washer is packed with advanced new features. Backed by 45 years of experience in washing machine manufacture, Speed Queen engineers know the importance of dependable wiring. Their choice is Unilectric, like that of over 150 other leading electrical equipment manufacturers. Be sure of dependable performance in the products you sell by demanding Unilectric Wiring Systems.

If the appliances you sell are Unilectric wired,
you can *capitalize on this important sales feature.*

UNILECTRIC WIRING SYSTEMS
TRADE-MARK

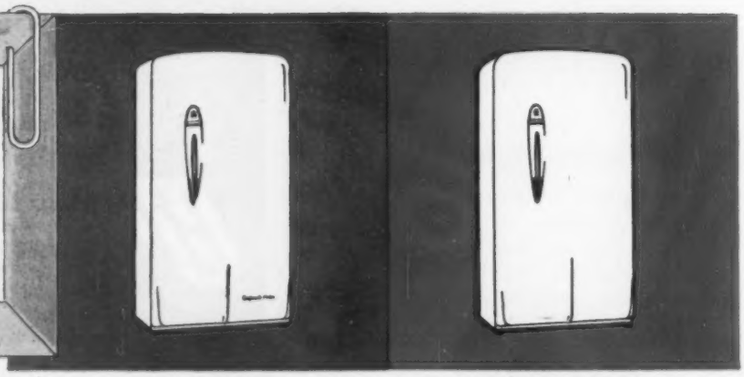
Manufactured by
UNITED MANUFACTURING & SERVICE COMPANY
419 SOUTH 6th STREET * MILWAUKEE 4, WISCONSIN





Invitation...

IF THERE IS NO GIBSON DEALER IN YOUR SHOPPING AREA WIRE US FOR THE NAME OF YOUR GIBSON DISTRIBUTOR.



The new GIBSON REFRIGERATOR with exclusive SWING-OUT SERVERS and AUTOMATIC DEFROSTING

The new GIBSON FOOD FREEZER with exclusive TILT-OUT BIN and STAY-PACKT SHELVES



Don't miss the flight...there's still time to join the Gibson dealer vacationers!



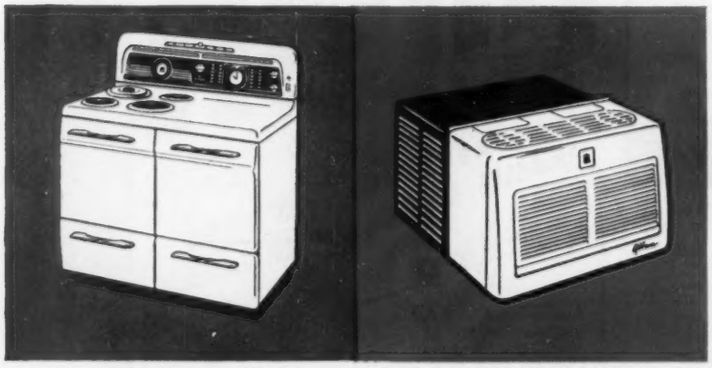
FLASH

GET ALL THE FACTS ON NEW BIG "GIBSON WEEK" SALES EVENT!

July 31st is the final day of the big Gibson promotion now going on. Which still leaves you time to really get going on those Gibson appliances ...and get to go along on the free sales-vacation trips for dealers and dealer salesmen!

Now's the time to push Gibson Room Air Conditioners with draft-free comfort and smooth, silent, dependable operation. And you can push the other Gibson appliances, too ... electric ranges for cooler summer cooking ... the refrigerator and food freezers.

But get in touch with your Gibson distributor right away. Get all the details. There could be a free trip to Havana or Bermuda waiting for *you*...maybe a trip to Europe, South America, or Hawaii, too...in this special Gibson promotion ending July 31st!



The new GIBSON ELECTRIC RANGE with exclusive UPS-A-DAISY deep-well cooker and 2 DO-ALL ovens

The new GIBSON ROOM AIR CONDITIONER with "Draft-Free" comfort

Get going on selling...go on the trip with

Gibson

Gibson Refrigerator Company, Greenville, Michigan
In Canada — Gibson Refrigerator Company Limited, Montreal, Quebec

NOW READY FOR SHIPMENT

Amazing New Detergent for Electric Dishwashers

ENDS WATER SPOTTING!



"FINISH" DETERGENT TURNS COMPLAINTS INTO COMPLIMENTS

"YOU'VE GOT IT" — that's the comment we hear over and over as dishwasher manufacturers, distributors, dealers and service men see the spectacular results of "Finish" in a dishwashing demonstration. That enthusiasm goes double for housewives, especially those who have had water spotting troubles.

When *you* see how glasses glisten, dishes gleam and silverware sparkles after a "Finish" dishwashing, you'll agree that "Finish" is a boon to automatic dishwasher sales. Service calls are reduced to a minimum. New dishwasher owners become salesmen for you and will return to your store time after time to buy "Finish."

Try "Finish" and see what we mean!

Economics Laboratory, Inc., Guardian Building, St. Paul 1, Minn.

Gentlemen: We want to try "Finish." Send us without cost or obligation a full size 1 lb. 4 oz. package.

Store Name .....

Address .....

City ..... State .....

Distributor .....

By .....

Recommended and approved by

American Kitchens, Apex, Crosley, General Electric, Hotpoint, James, Kitchen Aid, Westinghouse, Youngstown

ECONOMICS LABORATORY, INC., ST. PAUL 1, MINNESOTA



Wake up to all that Northern electric blankets *offer YOU...*



Year after year *Northern* is gaining greater recognition as "the line that builds greater jobber-dealer profits"—offers dealers these five additional important advantages:

- ★ ***Northern*** **produced its first electric blanket in 1912 and today continues as one of the very few *basic* manufacturers of electric bed coverings.**
- ★ ***Northern*** **makes only electric bed coverings and heating pads and devotes its entire efforts to the development and sale of these products.**
- ★ ***Northern*** **offers a straight replacement policy and was the first to minimize repair headaches.**
- ★ ***Northern*** **makes it possible for you to make more money per blanket! We welcome a check of competitive price structures.**
- ★ ***Northern*** **is one of the very few in the electric bed covering field to offer all popular colors and models. *You lose no sales!***

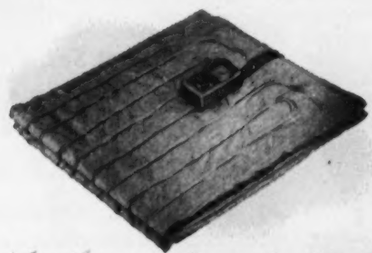


Smart, **modern self-selling package**

NATIONAL ADVERTISING backed by a terrific, individualized merchandising program



These leading magazines will carry the Northern story to your prospects this Fall . . . will be backed by direct mail, colorful sales literature, point-of-sale displays and effective sales training material. Ask your distributor or write Northern for full details. It all adds up to more profit for YOU this year, with Northern!



Northern Electric Sheets

meet the growing demand

Northern sheets offer all the sleeping advantages of electric blankets at less cost. Single or dual controls. Slightly warmer in foot area. Ideal for traveling. Lightweight . . . compact. Easy to wash. Made of percale . . . Rose, Blue or White.

Northern Electric Company

41 Years Experience Making Electric Blankets and Electric Heating Pads

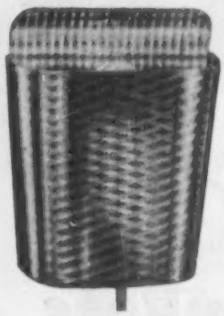
5224 North Kedzie Avenue • Chicago 25, Illinois

It's a Sales Click!

KLENZ-AIRE

ELECTRONIC OZONE DEODORIZER

Destroys Odors – Smoke – Mustiness



The Outstanding—quickly recognized features of this smartly styled new odor banisher have brought nationwide response from *alert* merchandisers everywhere . . . appliance dealers—wholesalers—department store executives.

KLENZ-AIRE in its colorful "tell-all" display carton is now appearing on more and more counters in leading stores everywhere. *IT'S NEW . . . MODERN . . . ELECTRONIC . . . AND . . .*

THE MARKET IS ENDLESS

Homes - Institutions - Industrials - Offices - Stores

Thoroughly field-tested . . . made and guaranteed by experienced appliance craftsmen . . . KLENZ-AIRE moves fast . . . one sale creates another through satisfied customers.

ATTENTION
Distributors
Some territories open . . . Write, Wire or Phone

KLENZ-AIRE is packed individually in a sales-building "eye-catching" display carton. Literature and mats available.

LIST PRICE:

Model 101 Single Lamp	$ 6.95
Model 102 Twin Lamp	9.95
Model 103 Three Lamp	12.95



The "Insect Season" is Here!

Sell FLY-BYE

ELECTRIC INSECT VAPORIZER

to commercial, institutional, industrial prospects. It's automatic . . . service free . . . noiseless . . . odorless . . . kills flies, mosquitoes . . . other flying insects.

LIST PRICE $9.95
Complete with chemical

FIVE COLORS FOR DECOR HARMONY
(Silver • Green • Ivory • Blue • Maroon)

ATTRACTIVE DISCOUNTS! . . . WRITE, WIRE OR PHONE

GENERAL MANUFACTURING & DISTRIBUTING CO.

100 West Taylor Street, Quincy, Michigan, U.S.A.

***Manufacturers of* SPEED-O-MATIC Electric Water Heaters & Softeners**

ECONOMIC CURRENTS

Credit Squeeze

By the McGraw-Hill Dept. of Economics

THE problems of U.S. Treasury officials may seem remote to the appliance dealer struggling to maintain sales. But there's a direct connection. In the weeks and months ahead, dealers are likely to find that decisions made in Washington are reducing the flow of consumer credit which has helped sales so much this year.

Recent figures indicate that about 40% of appliance sales are based on installment credit. This percentage has been on the rise. Before Korea the figure was 30%. Most of this credit comes originally from the national banking system. Banks lend the money to dealers who carry installment accounts, or to finance companies which help the customer. Banks also make direct loans to consumers. Bank loans of all three types rose steadily to support the rise in total installment credit from $14.5 billion to $19.3 billion in the year ending with March, 1953.

BANKERS HAVE PROBLEMS, TOO

Banks no longer have such huge amounts of money to lend. And they are finding it difficult to replenish their supply of loanable funds. This recent development is cause for real concern to both banks and to appliance dealers.

Here are the details: Banks are required by law to keep a certain amount of money on hand to back up their deposits. They keep this money--required reserves is the legal term—on deposit at a Federal Reserve Bank. Bank deposits at the Federal Reserve in excess of required reserves are available as backing for additional loans. The latest statistics indicate that the total amount of excess reserves for all banks is less than $300 million. That seems like a puny sum compared to the $19 billion of outstanding installment credit. But look back a year and you find that those excess reserves were still very slight—not much above $500 million. Yet over the past year installment credit increased by almost $5 billion.

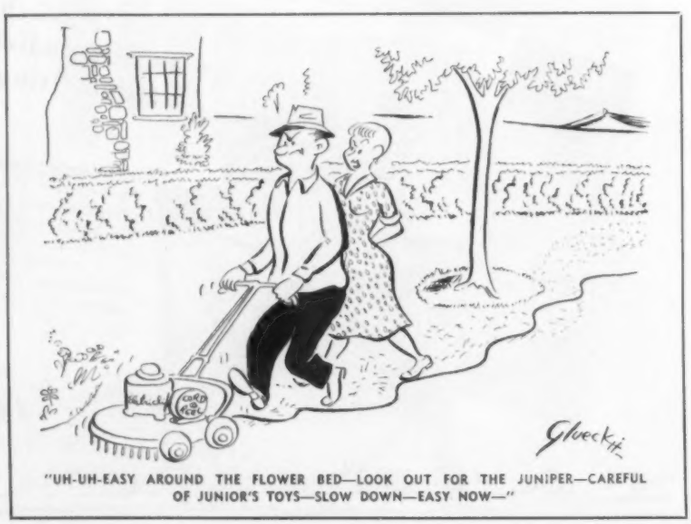
How did the banks finance this credit expansion if excess reserves were so modest? Simple—they merely sold part of their substantial holding of government bonds and used the proceeds to grant loans. The big problem today is that banks can't cash their bonds without taking substantial losses. They hold Treasury obligations to the tune of $71 billion. But bond prices have fallen.

The fall in bond prices resulted from the new "tight money" policy of Treasury officials. Secretary Humphreys and his associates are trying to restore the soundness of the dollar by making it more valuable. They are permitting interest rates to rise on the theory that if the cost of borrowing goes up money will be harder to get and, therefore, more valuable.

As a result of this new policy, the government now pays 2.1% interest when it borrows money for 90 days as opposed to a short-term rate of 1.6% in April, 1952. On money borrowed for long periods, the government now pays 2.97%, as opposed to 2.64% a year ago. As interest rates rise, bond prices fall. So a bond bought some while back by a bank for, say, $500 when the yield was 2.64% is now worth only $444.

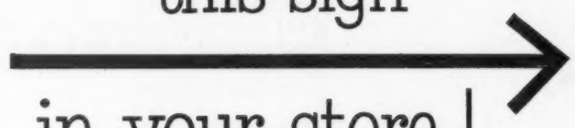
In the past, the Federal Reserve Banks were always ready to buy bonds from the banks at face value. But a policy change two years ago freed the Federal Reserve Banks from the responsibility of "supporting" the government bond market. So it's no wonder that the banks hesitate to sell

(*Continued on page 38*)



"UH-UH-EASY AROUND THE FLOWER BED—LOOK OUT FOR THE JUNIPER—CAREFUL OF JUNIOR'S TOYS—SLOW DOWN—EASY NOW—"

It's a **STRONG SIGN OF DEPENDABILITY** when you display this sign



in your store!

If You Don't Repair Appliances Yourself, Let Authorized G-E Small Appliance Service Outlet Do It For You.

To give customers good service—to be really dependable—simply send the G-E appliance to be repaired to your nearest authorized Service Outlet.

Trained G-E small appliance servicemen do *all* the work. You get fast service and are charged only labor and parts at nominal cost. It's easy.

You can increase sales and your customers keep their confidence in *you*.

MAKE YOUR STORE THE LOCAL HEADQUARTERS FOR G-E SMALL APPLIANCE SERVICE!

* TOASTERS	GRILLS	HEATING PADS
MIXERS	CLOCKS	COFFEE MAKERS
IRONS	FANS	VACUUM CLEANERS

HERE'S HOW THE SERVICE PLAN WORKS:

1. Send the appliance to be repaired to a G-E Service Center or G-E factory-authorized Service Station.
2. In a minimum of time, the appliance will be returned to you repaired.
3. You deliver the repaired appliance to your customer and profit from customer satisfaction.

SMALL APPLIANCE DIVISION

GENERAL ELECTRIC



SEND FOR THIS FREE BOOKLET TODAY!

Complete details on how to become a part of this service plan.



Small Appliance Division—Dept. PS-1
General Electric Company
1285 Boston Avenue, Bridgeport 2, Connecticut

Please send me your free booklet, "DEALER'S PROFIT FROM CUSTOMER SERVICE."

NAME_____

STREET_____

CITY_____ STATE_____

IT'S EASY TO SELL



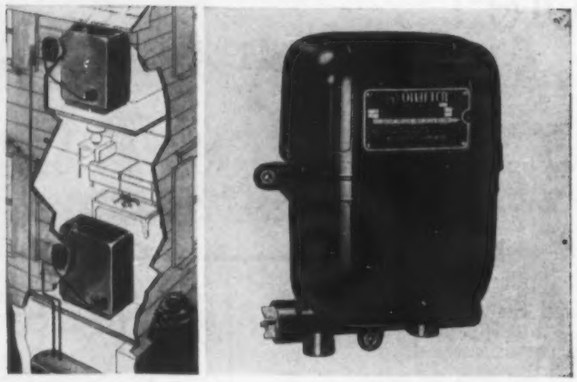
these New, Improved A-P OILIFTERS and TRAP-ITS

Sell freedom from fuel handling!

Every space heater customer is a sure prospect for the clean, easy fuel handling he'll get with this new model A-P Oilifter. Yes, here's a dependable, fully automatic oil supplier that saves time, steps and drudgery.

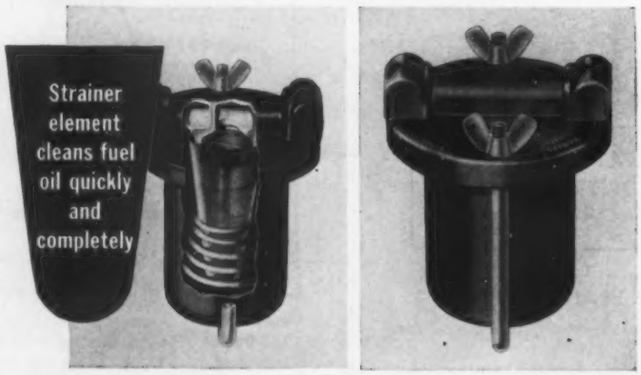
The A-P Oilifter pumps fuel from a submerged tank up to a furnace or from a basement or ground-level tank to a heater on the first, second or third floor, up to 25 feet.

Model 356 features increased capacity, mechanical safety-float protection, automatic safety cutout switch, integral strainer and highly efficient pump. Requires no overflow pipe.



Sell freedom from burner failure due to dirty oil!

Here's a type of "insurance" you can sell every oil heating customer — the new Model 243 SY A-P Trap-it. You sell insurance against the danger of burner failure due to dirt, moisture and other impurities in oil . . . insurance against flame failure, erratic fuel flow, oil leakage and sluggish operation . . . and insurance against costly service calls. Easy-to-clean, lifetime strainer.



A-P CONTROLS CORPORATION

DEPENDABLE *Controls*

For Air • Oil • Gases • Refrigerants

2400 N. 32nd Street, Milwaukee 45, Wisconsin
In Canada, A-P Controls Corp., Ltd., Cooksville, Ontario

Economic Currents

CONTINUED FROM PAGE 14

their bonds. Most banks feel it's better to hold the bonds until they mature in the years ahead.

The banks sometimes build up their supply of loanable funds by borrowing from the Federal Reserve Bank in much the way that a consumer might borrow from an ordinary bank. But the cost of borrowing from the Federal Reserve has recently gone up from 1.75% to 2.00%. And a high interest rate is just as discouraging to a bank as it would be to an ordinary consumer.

Finally, the demand for credit by consumers is still very strong. The latest banking figures indicate that more than 70% of automobile sales are based on installment credit. And car sales are high. Automobile production is currently proceeding at an annual rate of almost 7 million cars. The more money pumped into automobile credit, the less the banks have to finance appliance sales and other consumer purchases.

BIG SWITCH

It was not many months ago that economists were holding academic debates: "Is the Present Level of Consumer Debt a Burden on the Economy?" At that time, the majority opinion was that the present danger was slight, but the debt could become troublesome if income and employment were to fall sharply. No one expected trouble anytime soon.

Now many businessmen see signs that the new "tight money" policy will slow down the pace of business activity—but quick. If banks curtail installment credit for appliance purchases, that means dealers will have to try harder than ever to win over the cash customer.

Thus, if credit stays tight, the recent boom will lose much of its glitter. But there's still a solid basis for strong, if not booming, business. Personal income in the second half of 1953 will run almost as high as in recent months. Even without the extra credit, that will support a good level of sales by comparison with previous years. *End*

PART 2

ELECTRICAL MERCHANDISING'S Special Report to the Trade on Dishwashers will be concluded in next month's issue with articles on **The Distributor's Job, Arguments that Sell Dishwashers,** and successful dealer selling techniques.

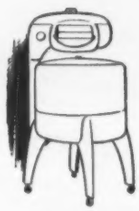
TEST your HORSEPOWER sense!

Can you state the H.P. needed for these jobs?



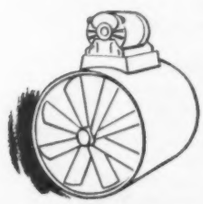
CHECK ONE: ( ) 1/8-h.p. ( ) 1/6-h.p. ( ) 1/4-h.p. ( ) 1/3-h.p.

Right you are . . . the vast majority of refrigerators contain one-eighth h.p. motors. But did you know that more refrigerators are powered by Delco Motors than by any other make? It's a fact. Manufacturers appreciate Delco dependability!



CHECK ONE: ( ) 1/4-h.p. ( ) 1/3-h.p. ( ) 1/2-h.p. ( ) 3/4-h.p.

Right again! Most washing machines use one-third h.p. motors . . . and more and more manufacturers of washing machines are installing Delco Motors in their products. Delco's dynamically balanced rotor, and Delco's steel-backed babbitt bearing with cored oil wells mean long trouble-free service—always.



CHECK ONE: ( ) 1/6-h.p. ( ) 1/4-h.p. ( ) 1/3-h.p. ( ) 1/2-h.p. ( ) 3/4-h.p.

Correct . . . it depends on the size of blower required. So remember: Delco motors for blowers are available in all standard h.p. ratings . . . and Delco motors are favorites with furnace makers, due to their efficient, ultra-quiet operation.



DELCO

The best running mate your product can have!

DELCO DAYTON OHIO

DELCO PRODUCTS

Division of General Motors Corporation • Dayton, Ohio

SALES OFFICES: Atlanta · Chicago · Cincinnati · Cleveland
Dallas · Detroit · Hartford · Philadelphia · St. Louis · San Francisco

NEW lower prices to

Both models of Fast Selling Nationally known Emerson

YOU—Retailers of America—made this reduction in price possible by your year-by-year increases in the sale of Emerson-Electric Heaters. Larger volume has reduced manufacturing costs and we're passing the savings along to stimulate your heater turnover and help you earn additional heater profits.

Millions of Americans know Emerson-Electric as the leader in the quality fan field. One reason for the ready acceptance and consumer preference for Emerson-Electric Heaters.

Order your stock of Emerson-Electric heaters early this year. Avoid delivery disappointment when the first chilly fall days start to sell heaters. Write today for Folder No. H-352.

THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.

COMBINATION
RADIANT and FAN-TYPE HEATER

~~$25.95~~

$22.95

Includes Federal Excise Tax

Look at these Important Sales Features!

- ★ Four radiant heater elements, formed of 17½ feet of nickel-chrome alloy wire coiled around star shaped ceramic rods, are placed in front of Patented, chrome-plated HEATRAY-REFLECTORS.
- ★ Chrome-plated channel-shaped HEATRAY-REFLECTORS provide 114 square inches of heating surface.
- ★ Eight inch, quiet fan blade, mounted on slow-speed Emerson-Electric fan-duty motor.
- ★ Snap-on guard. Permits easy access for cleaning.
- ★ Long-life rotary, off-and-on, 125 volt, 15-ampere switch, adopted after exhaustive tests assuring trouble-free service, operates both fan and heating elements. Six-foot heater extension cord and plug.
- ★ Adjustable "tilt" provides finger-tip control of warm air stream 20 degrees below to 20 degrees above horizontal.
- ★ Convenient carrying handle on heater housing.
- ★ Motor oiling tubes extend to surface of back guard for easy servicing.
- ★ Four rubber base pads prevent marring of finished surfaces.
- ★ Listed by Underwriters' Laboratories, Inc.

EMERSON ELECTRIC
FANS • MOTORS — APPLIANCES



AVAILABLE IN METALESCENT BRONZE FINISH, AS SHOWN, AND ALSO IN IVORY FINISH



SEE YOUR EMERSON-ELECTRIC DISTRIBUTOR

stimulate heater sales

-Electric Heaters reduced for 1953

MR. CHILL Says:
I'll help you sell plenty of Emerson-Electric Heaters at these low prices... they are real quality products

MR. CHILL—Your Heater Salesman

Again this winter Mr. Chill will be on the job for you . . . lurking in cold corners in everyone's home. All you have to do is tell your customers how to get rid of him . . . by using Emerson-Electric heaters. The usual fine Emerson-Electric quality is now available at prices that mean *fast turnover* . . . and quick profits for you!

WIDE ANGLE RADIANT HEATER

~~$16.95~~

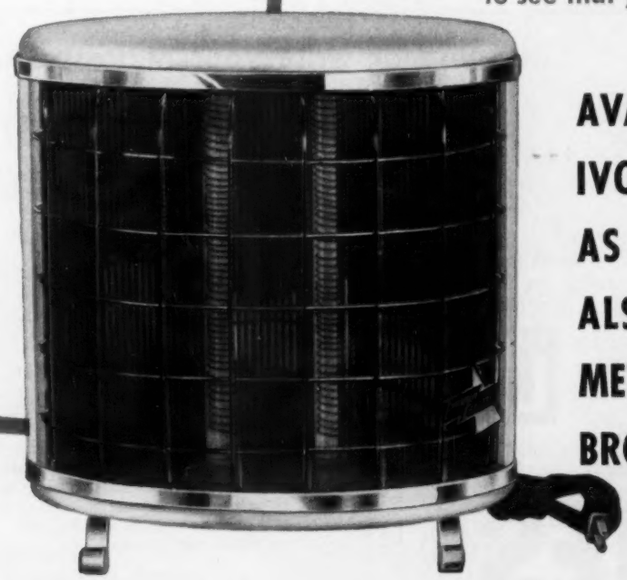
$15.95

Includes Federal Excise Tax

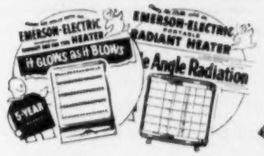
This "Full-Size" Heater is Packed with Value!

- ★ Two radiant heater elements, formed of 22 feet of nickel-chrome alloy wire coiled around round ceramic rods.
- ★ Bright-plated HEATRAY-REFLECTOR provides 167 square inches of reflector surface.
- ★ Wide-angle radiation. Placement of heating elements and large heat reflector area, radiates heat to an area 7 feet wide, at a distance of 3 feet from the heater.
- ★ Equipped with six-foot heater extension cord and plug.
- ★ Convenient carrying handle on back of heater housing.
- ★ Automatic safety switch cuts off current should heater accidentally be knocked over on its face.

5-YEAR Factory-To-User GUARANTEE at No Extra Charge



FREE SALES HELPS



Mat Service
Build sales with newspaper ads. Our chilly little friend is featured, of course! Available in one or two-column sizes. Individual heater mats or glossy photo prints are available.

Displays
Tie-in with the entire Mr. Chill promotion. Each is tailored to the heater on which it fits—radiant type or combination radiant and fan type.

Consumer Folders
Who do you find on the cover of these popular folders? Why, Mr. Chill! You can use these folders as mailers, as inserts or handouts. Imprinted with your name and address.

Your Emerson-Electric Distributor will be glad to see that you are supplied.

AVAILABLE IN IVORY FINISH AS SHOWN, AND ALSO IN METALESCENT BRONZE FINISH

OR WRITE FOR COMPLETE INFORMATION TODAY

We Leave It To You...Compare And Decide Which Dishwasher Will Sell Best For You:

Read these points — then compare with the dishwashers you now handle. Details of other dishwashers also in this issue. Compare with them too.

Selling Features	JAMES	DISH WASHER A	DISH WASHER B	DISH WASHER C	DISH WASHER D	DISH WASHER E
Washing action removes even dried egg yolk	YES					
Built-in Automatic water softener	YES					
180° Sterile-dry* rinse	YES					
Sterilizes baby bottles	YES					
No hand pre-rinsing	YES					
No installation worries (no plumber, carpenter or electrician)	YES					
Washes with "Wall of Water"* instead of "spray"	YES					
Only 17½" wide	YES					
Holds table setting for 8 people	YES					
Mobile, sells even to renters	YES					
Builds own water pressure	YES					
Easy to demonstrate in store or home	YES					
Uses only 4½ gallons of water	YES					
Washes sitcky pots and pans clean	YES					
Water temperature thermostatically controlled	YES					
Glasses and silverware dry sparkling clean	YES					
Glass top	YES					
Loads at table	YES					
Lowest priced, yet largest capacity	YES					
Completely safe for delicate crystal, china	YES					
Micro-filter to keep water clean	YES					
Stainless Steel interior	YES					
Easy to load, no racks to remove	YES					
Four-color pages in LIFE	YES					



Watch for big James Ads telling the dishwasher industry's most convincing story.

ADVERTISED IN LIFE

Call, wire or write your nearest JAMES distributor now:

Abilene, Tex.: Sun Electric Co.
Akron, O.: Strong, Carlisle & Hammond Co.
Albany, N. Y.: Roskin Brothers, Inc.
Baltimore, Md.: Higgins Distributing Co.
Birmingham, Ala.: Birmingham Elec. Battery Co.
Boston, Mass.: Northeastern Distributors, Inc.
Buffalo, N. Y.: Fay-San Distributors, Inc.
Butte, Mont.: Treasure State Gas & Elec. Co.
Chicago, Ill.: Cribben & Sexton Co.
Cleveland, O.: Strong, Carlisle & Hammond Co.
Dallas, Tex.: Radio City Distributing Co.
Denver, Colo.: Larson Distributing Co.
Des Moines, Iowa: Brown-Camp Hardware Co.
Detroit, Mich.: Daybert Distributing Co.
East Orange, N. J.: Gross Distributing Corp.
El Paso, Tex.: Albert Mathias & Co.
Flint, Mich.: State Distributing of Flint, Inc.
Gettysburg, Pa.: M. A. Hartley & Co.
Grand Rapids, Mich.: Herpolsheimers
Honolulu, Hawaii: Electrical Distributors, Ltd.
Indianapolis, Ind.: Associated Distributors, Inc.
Kansas City, Mo.: Wholesale Equipment Corp.
Little Rock, Ark.: Peerless Sales Co.
Los Angeles, Calif.: Ray Thomas Co.
Memphis, Tenn.: Wellford Distributors, Inc.
Miami, Fla.: Aufford-Kelly Co.
Middletown, N. Y.: Roskin Brothers, Inc.
Milwaukee, Wis.: Taylor Electric Co.
Minneapolis, Minn.: Century-Elcon
Monroe, La.: United Elec. Serv. Inc.
New York, N. Y.: American Steel Export Co.
New York, N. Y.: Dale Distributing Co.
Norfolk, Va.: Price's, Inc.
Oklahoma City, Okla.: Modern Parts Distributors, Inc.
Philadelphia, Pa.: Stuart F. Louchheim Co.
Phoenix, Ariz.: Electrical Equip. Co. of Arizona
Pittsburgh, Pa.: McCutcheon Distributing Co.
Portland, Ore.: Harper-Meggee, Inc.
Portsmouth, Va.: Price's, Inc.
Providence, R. I.: R. U. Lynch, Inc.
Salt Lake City, Utah: ZCMI Wholesale Distributors, Inc.
San Antonio, Tex.: Joe Thiele, Inc.
San Diego, Calif.: Electric Supplies Dist. Co.
San Francisco, Calif.: Thompson & Holmes, Ltd.
Seattle, Wash.: Harper-Meggee, Inc.
Spokane, Wash.: Harper-Meggee, Inc.
St. Louis, Mo.: Ray Roberts, Inc.
Washington, D. C.: Southern Wholesalers, Inc.

"Let JAMES Do It!"

America's largest selling automatic mobile dishwasher

*"JAMES", "Wall of Water" and "Sterile-dry" are trademarks of James Mfg. Co., Inc., Independence, Kansas ©1953—EM73


Admiral


Crosley

Today's fastest-selling clock radios...


Steelman


Sparton


Esquire


Western Auto


Sylvania


CBS Columbia


Jewel


Olympic T V


Hallicrafters

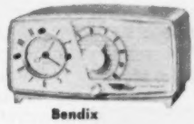

Continental


Motorola


Regal


Sears Roebuck


Philco


Bendix

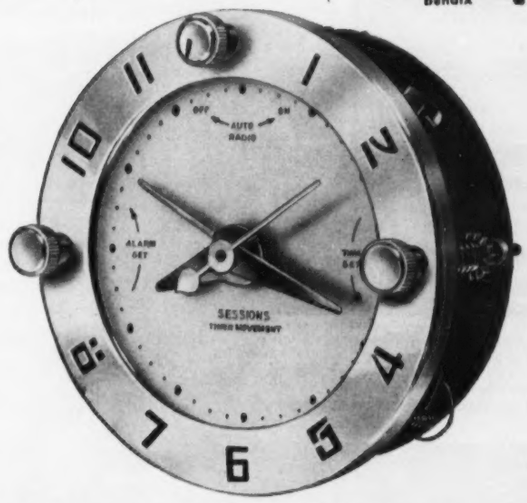

Bendix

feature

SESSIONS TIMERS

... are you selling them?





If you are, no one needs to tell you why Sessions-equipped clock radios and TV Receivers are America's fastest-selling brands — you'll know! But if you don't know — and haven't sold them . . . consider these important facts now.

Consider price, first. Sessions Switch Timers cost less than other dependable makes. This means you sell Sessions-equipped clock radios at a price that automatically promotes rapid turnover. That's *one* advantage.

Advantage number two — design! Every Sessions Switch Timer — whether standard or custom-built — has a smooth, pleasing appearance that helps break down sales resistance. You can't help but like them . . . and neither can customers! Combined with split-second accuracy and kitten-quiet timer operation, the price, design and dependable quality of Sessions-equipped clock radios have made them the most popular brands on the market. It will pay you to investigate.

Ask your distributor for complete details on the value leaders in clock-radios — the brands equipped with Sessions Timers. The Sessions Clock Company, Timer Div., Forestville, Conn.



THE NAME TO WATCH FOR IN TIMED APPLIANCES

Neighborhood News



FOR APPLIANCE DEALERS

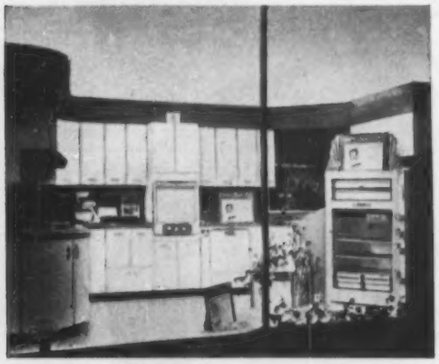
PRESENTED BY Family Circle MAGAZINE

101 Hotpoint Dealers Stage Promotion To Reach Best Customers In Neighborhood

Ohio Appliance Dealers Use Family Circle's Customer Concentration In 1½ Mile Radius For Local Tie-In Merchandising Promotion

CINCINNATI, OHIO. N. T. Foster, manager of the major appliance sales division of General Electric Supply Co., here, has described a recent, giant merchandising promotion, using Family Circle magazine, as "the first time, we have been able to localize, *to the point of sale*, national advertising copy." He added that the promotion reached a new segment of their local market.

The promotion was based on Family Circle's continuing research which shows that 72% of neighborhood appliance stores' best customers are concentrated within 1½ miles of the stores.



Window display of Phil Stewart's appliance store in Norwood, Ohio. Note careful placement of Family Circle display cards to attract maximum customer recognition. Store is located within one block of an Albers supermarket where Family Circle is sold.



In-store display of Stewart's appliance store incorporates copies of Family Circle magazine along with "as advertised in" display cards on three models of Hotpoint ranges.

At the same time, these studies indicate that 75% of the families who buy Family Circle in nearby supermarkets live within the same area.

Through window and store displays, merchandising aids and direct mail, the Ohio dealers tied in their Hotpoint products with a Hotpoint advertisement in Family Circle.

General Electric Supply Co. ran a two-color page opposite the Hotpoint advertisement, listing the 101 dealers in the promotion.

This dealer listing appeared in the edition of Family Circle that is sold through Albers supermarkets in Ohio. Thus, from the Family Circle advertisement, these dealers actually reached their best customer prospects, the families living within a 1½ mile radius around the appliance stores.

Concrete evidence of this fact was brought out during the promotion. Several dealers stated housewives mentioned they saw the store's listing in their copy of Family Circle. In at least one instance, a housewife-customer came in with her Family Circle opened to the Hotpoint advertisement where she had circled the dealer's name.

C. W. Leverone, the Hotpoint sales counselor, described the promotion as one which "...has brought the national advertising right into the dealers' back yard, which is something they, and myself, like because it produces sales."



Geo. Kreb and Sons Appliance Store, Hamilton, Ohio, tied-in its entrance-door window with the Hotpoint advertising to attract Family Circle reader-customers of Albers Supermarket.



This inside-store display at Geo. Kreb and Sons identifies both Hotpoint ranges and refrigerators as advertised in Family Circle, to cash-in further on Family Circle's power at the point of sale.



Central Sales Co., Hamilton, Ohio, uses Family Circle magazine covers to complete their tie-in window display. "As seen in" card, mounted with Hotpoint advertisement, has dealer's name circled.

Speed Queen Schedules August Ad In Family Circle

4,000,000 housewife-shoppers will study Speed Queen Corporation's advertisement, featuring automatic washers, appearing in all editions of the August issue of Family Circle.

Speed Queen has been a regular Family Circle advertiser for nearly four years. J. S. Morris, Advertising Manager, explains, "Family Circle chain stores provide an automatic selectivity of the market Speed Queen most desires to reach."

Dixie Products, Inc. will be a sectional advertiser for Dixie Ranges in the August issue of Family Circle, sold in Dixie Home, Hill, Weingarten, and Winn & Lovett supermarkets.

Family Circle Is Sold in All These Grocery Chains and Supermarkets Exclusively:

• ALBERS • AMERICAN • BOHACK •
• BUTT • DIXIE HOME •
• FIRST NATIONAL • GRAND UNION •
• HILL • JEWEL • KROGER •
• RED OWL • SAFEWAY •
• WEINGARTEN • WINN AND LOVETT •

Stage Your Own Promotion To Reach Family Circle Families In Your Neighborhood

You can order Family Circle's free merchandising display cards for your own window and in-store point-of-sale promotion. These will let the Family Circle families, concentrated in your neighborhood, know you carry the appliances they see advertised in Family Circle.

FREE

DISPLAY CARDS FOR COUNTERS AND WINDOWS

JUST FILL IN AND MAIL COUPON

Merchandising Dept., Family Circle, 25 West 45th St., New York 36, N.Y.

Please send me the following free display cards with appliance advertisements from the August issue of Family Circle:

☐ SPEED QUEEN NEW AUTOMATIC WASHER ____ No. of cards

☐ DIXIE RANGES ..... ____ "

Name _____

Store _____

Address _____

City _____ Zone ____ State _____





Speed Queen has advertised its products in Family Circle for nearly four years, knowing it is reaching appliance-buying families concentrated around its neighborhood appliance dealers. This ⅔-page advertisement appears in the August issue of Family Circle.

Cincinnati Dealers See How Family Circle Magazine Concentrates Customers in Appliance Store Neighborhoods



Neighborhood appliance dealers in the Greater Cincinnati area attend a dinner given by General Electric Supply Company, local Hotpoint distributor, to plan merchandising promotion in cooperation with Family Circle magazine. Here, dealers are about to see a slide film showing Family Circle's research findings on customer concentration, used as the basis for the Ohio promotion. Dealers in Dayton, Ohio also saw the Family Circle film at a similar dinner during preliminary planning for the promotion and presentation of Hotpoint's 1953 appliance line.

Appliance Advertiser in Sectional Editions Of August Family Circle

Dixie Ranges are advertised in the editions of Family Circle sold in Dixie Home, Hill, Weingarten, and Winn & Lovett supermarkets.

Three Times As Many Appliance Advertisers Use Family Circle

During the first six months of 1953, three times as many appliance manufacturers advertised their products in Family Circle as in the same period for 1952. They were:

CALORIC RANGES
DISHMASTER DISHWASHERS
DOMESTIC SEWING MACHINES
GENERAL MILLS IRON
HAMILTON BEACH MIXERS
HOTPOINT REFRIGERATORS AND RANGES
LEWYT VACUUM CLEANERS
REGINA POLISHER AND SCRUBBER
SERVEL REFRIGERATORS
SPEED QUEEN WASHERS AND DRYERS
UNIVERSAL JET 99 VACUUM CLEANERS
WAGNER WARE SKILLETS
WEAR-EVER ALUMINUM
AMERICAN GAS ASSOCIATION
CHROMCRAFT FURNITURE
DIXIE RANGES
ENTERPRISE RANGES
MAGIC CHEF RANGES
O'KEEFE & MERRITT RANGES


Tracy KITCHENS
DEALER'S TACK BOARD
FIREWORKS by Tracy with FAST FUSE
KITCHEN SELL-E-BRATION
Value-Line
SUPER SERIES
STAINLESS STEEL
PRICED LIKE ORDINARY PORCELAIN
A "HYPO" FOR YOUR SALES
GET $ FACTS
ADVERTISED in the LIVE BIG-AUDIENCE MAGAZINES NOW!
Tracy KITCHENS
EDGEWATER STEEL CO.
P. O. BOX 1137 • PITTSBURGH 30, PA.



JUST ASK THE Lady of the house....



● You make no mistake when you ask your customer about her needs before you try to sell her any particular type of vacuum cleaner.

If she is one of the millions of women who have homes with large rooms, fully carpeted or with deep-pile rugs, she'll be quick to tell you she wants an easy-rolling upright. *She knows from experience* that nothing cleans her rugs and carpets so well as an upright with a motor-driven brush. To get rid of destructive, deep-down dirt and grit, these floor coverings need to be cleaned on a "cushion of air," through the combined action of powerful suction and high-speed vibration which only an upright with a motor-driven brush can produce. "Above-the-floor" cleaning is secondary with her, and she'll do it with attachments for her upright.

If, on the other hand, she is one of the millions who live in compact modern homes and apartments with smaller rooms and few — if any — rugs or carpets, she'll tell you she wants the over-all ease and convenience of a tank-type cleaner for use both "on-the-floor" and "above-the-floor."

And don't forget that discussing "needs" will lead to many a double sale. For there are many women whose cleaning needs are such that they will want the particular advantages of both types — the upright *and* the tank.

Whatever her needs, you've got the right answer when you sell Royal. There's a type and model in the Royal line to meet *every* purse and purpose.

ROYAL VACUUM CLEANER CO. Since 1905 Royal **Cleveland 8, Ohio**

International Harvester

Maker of the World's Leading Freezers presents the new

IH Upright Freezers

Exclusive Dri-Wall construction—eliminates "sweating"

No freezers ever held so much food in so little floor space
14-cu. ft. model takes less floor area than most 8-cu. ft. refrigerators

What an opportunity for IH Dealers! These two great, new IH Upright Freezers put the International Harvester brand ahead of all competition—with features that can't be matched by anyone else! Here—at last—are upright models that are true freezers in every sense of the word—built from the ground up to out-perform all others. That's why IH dealers are looking forward to their greatest freezer season!



MODEL L-9-V

Model L-9-V has 8.7-cu. ft., holds 305 pounds.

All shelves in main compartment have freezing coils.

Pantry-Dor with 3 shelves.

2 storage drawers at bottom hold 20 lbs. each.

Height 59⅝", Depth 28⅞",* Width 29½".

*Excluding hardware

International Harvester Company

180 North Michigan Avenue, Chicago 1, Illinois



At last! Upright freezers that are true freezers as only IH builds them!

These new upright models are not converted refrigerators—as so many uprights are. These have been especially designed and built to be *freezers*—the finest upright freezers on the market! They work anywhere!



MODEL L-14-V

Model L-14-V has 14-cu. ft. capacity, holds 490 pounds.

3 shelves with freezing coils—one adjustable shelf.

Frozen Fruit Juice Dispenser on 3 shelves.

Key lock door handle.

3 storage drawers at bottom hold 20 lbs. each.

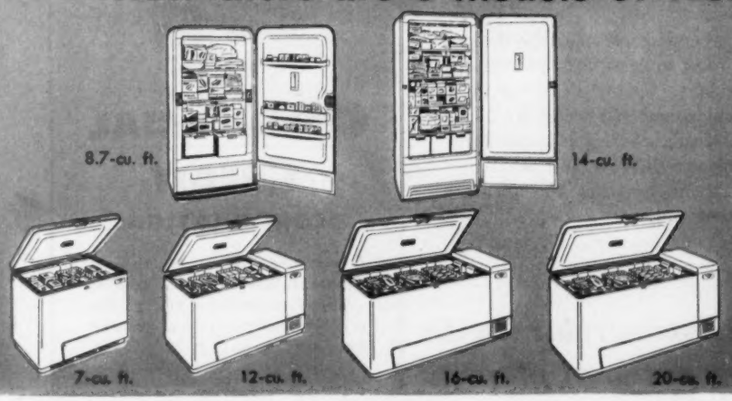
Height 68½", Depth 28¾",* Width 29¾".

*Excluding hardware

Both Models Have . . .

Beautiful Spring Fresh green interior. Large fast-freezing areas . . . Outside walls that won't "sweat" . . . Quiet, fan-less operation . . . Pre-Set temperature control . . . Finest glass fiber insulation . . . Outside warning light . . . Inside Full-Vue light . . . Adjustable floor levelers. Famous "Tight-Wad®" compressor unit with 5-year warranty.

Now there are 6 models of World's Leading Freezers!



International Harvester dealers can now serve the needs of any family of any size, with a complete line of home freezers—upright and chest-type—ranging in size from 7-cubic feet to 20-cubic feet. They're the finest in the land—famous for the years and years of dependable service they give—for all are the product of International Harvester's 123 years of manufacturing experience and knowledge of what the public needs and wants.



SINCE its entry into the appliance field back in 1932, the Southern Bearings and Parts Co., Inc., has offered its dealers

1. nationally promoted lines
2. fair treatment
3. good service

In 1936 to meet large scale financing needs and to continue this 3-point program, the company began to use COMMERCIAL CREDIT PLAN. In explaining his selection of the COMMERCIAL CREDIT PLAN and its functions in the industry, Mr. Beeson said:

"*The* COMMERCIAL CREDIT PLAN *simplifies our financing arrangements . . makes it easy for us to help the dealer maintain adequate inventory and floor displays. Results to date have been both successful and satisfactory.*"

More and more appliance dealers from coast to coast are choosing the COMMERCIAL CREDIT PLAN for their day-to-day financing needs. We'd like to show you how this plan can build *more* good will, sales and profits for you. Phone or write your nearest COMMERCIAL CREDIT office. Ask for a copy of our message, "Buy and Sell with Sound Financing."

More appliance dealers use Commercial Credit financing than any other national plan

COMMERCIAL CREDIT PLAN

COMMERCIAL CREDIT CORPORATION

A service offered through subsidiaries of Commercial Credit Company, Baltimore . . . Capital and Surplus over $125,000,000 . . . offices in principal cities of the United States and Canada.



How to make PICTURE-TUBE SUBSTITUTIONS EASILY

New CBS-Hytron Substitution Chart for Television Picture Tubes helps you pick logical substitutions easily, quickly. It's a cinch to use this complete, up-to-date Chart. An Index of types leads you to proper Substitution Group listing all readily interchangeable types. You pick an available type . . . with the least number of necessary service adjustments. That's it. No other references required. You save time . . . money. You need this indispensable CBS-Hytron TV Substitution Chart. Get it from your CBS-Hytron distributor. Or write direct today.

WHAT'S IN IT

1. *General Introduction* outlines scope and purpose.
2. *Introductory Notes* give details on tabulation.
3. *Typical Substitution* shows how to use Chart.
4. *Index* indicates Substitution Group for each type.
5. *Substitution Groups* narrow choice to logical substitutions.
6. *Basing and Outline Drawings* give basing and dimensional data.

FEATURES

- All necessary data given for all electromagnetically deflected types, regardless of make.
- Directly interchangeable types indicated.
- Other popular substitutes and required service changes high-lighted and explained.
- Substitution, not conversion, emphasized.

GOT THESE HELPFUL GUIDES?

All are complete. Include all types, regardless of make. Give all pertinent data. Are free. Get yours today.



Miniature Guide includes 250 types, 111 basing diagrams. Indicates similar larger prototypes.



Crystal Diode Guide describes 92 types. Includes 7 dimensional diagrams. Indicates typical application for each type.



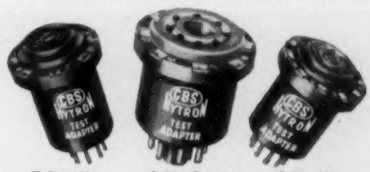
TV Picture-Tube Guide lists 164 types, 19 basing diagrams for all magnetically deflected picture tubes.

New . . . Free DECAL

Not just an identification. But a colorful decal that sells for you! *Sells* your magic ability to recapture new-set sparkle. Let this decal pull customers to you. Get it today from your CBS-Hytron distributor.



NOW 3 CBS-HYTRON TEST ADAPTERS



7-Pin Min., $1.45 Net

8-Pin Octal, $2.25 Net

9-Pin Min., $1.75 Net

BY POPULAR DEMAND. You can now buy CBS-Hytron Test Adapters in all three popular sizes: 7-pin miniature, 8-pin octal, 9-pin miniature.

You can now test *all* sockets dynamically . . . "topside." Without wrestling with heavy chassis. Without disturbing wiring or parts. Just plug tubes into Test Adapters and Adapters into sockets. Presto, socket connections are topside . . . ready for your test prod. You check voltage, resistance, gain, intermittents, oscillation. Trace signals, etc. All the e-a-s-y topside way. Order *all three* Test Adapters from your CBS-Hytron distributor today.

CBS HYTRON

Manufacturers of Receiving Tubes Since 1921

CBS-HYTRON Main Office: Danvers, Massachusetts

A Division of Columbia Broadcasting System, Inc.

RECEIVING . . . TRANSMITTING . . . SPECIAL-PURPOSE AND TV PICTURE TUBES • GERMANIUM DIODES AND TRANSISTORS

Compare Top Brands of Portable

not this...

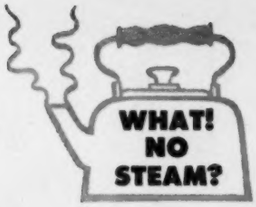
Because it's all electric (no water—no steam) the Conco Portalectric Radiator is REALLY portable!



but this...

Even the 8-section Conco model weighs only 29 lbs., with a smooth, round carrying handle —perfect balance—for really easy carrying.





Conco is ALL-ELECTRIC. Why? Because conversion of electrical energy to heat energy is 100% efficient. Steam cannot increase that efficiency. And Conco's patented design makes the use of steam absolutely unnecessary. The element has been designed so it cannot become overheated, and design of panel sections not only permits convection currents of air to pass over the outside surfaces of the radiator but also permits some air to circulate through the radiator in direct contact with the heating element.

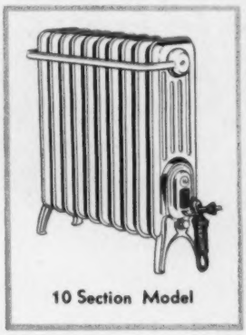
NOW...A COMPLETE CONCO LINE

three sizes - two colors

Here is the radiator line that has everything — color, size range, capacity, portability, and smart design.

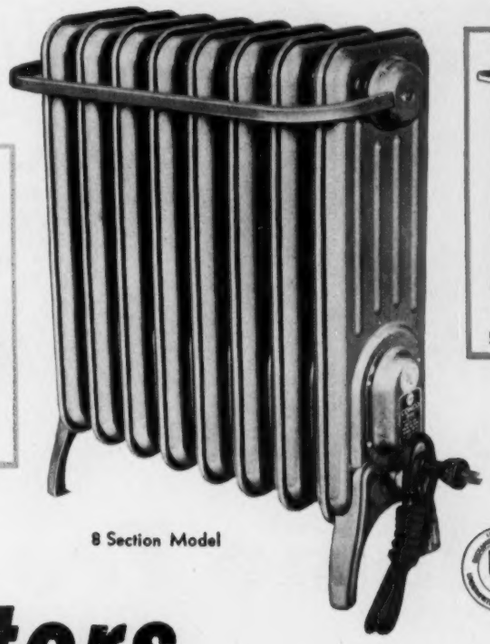
But most of all Conco offers greater *value* — exceeding the performance of leading competitive lines yet priced to retail from 20% to 30% less.

Conco has literally taken the "water" out of radiator design and radiator prices, to give you a really big volume, long profit line. Order your stock today through your electrical jobber or write us for full details and prices.

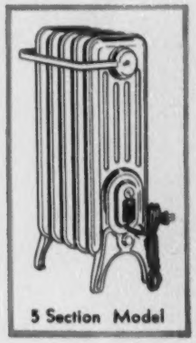


10 Section Model

See them on display at booths 625 & 627 National Housewares Show at Atlantic City, N. J., July 12-18.



8 Section Model



5 Section Model

Electric Radiators

DEALERS: Use this "Fact-Chart" to compare Conco to any other line — point for point, feature by feature, size for size. It's your proof of greater Conco value.

CONCO RADIATOR FEATURES	5 Section Radiator	8 Section Radiator	10 Section Radiator
Retail Price	$29.95	$34.95	$39.95
Capacity — Watts	850	1320	1600
BTU/Hr.	2900	4500	5450
Equivalent Sq. Ft. of Steam Radiation	12.10	18.75	22.7
Weight	25 Lb.	29 Lb.	32 Lb.
Heating Up Time	5 Min.	5 Min.	5 Min.
Water Required	None	None	None
Carrying Handle	Yes	Yes	Yes
Drying Rack	Yes	Yes	Yes
Safety Devices	None Needed	None Needed	None Needed
Size. Height x Width x Length	23 x 7 x 12½	23 x 7 x 19	23 x 7 x 23⅜
Colors: Hammerloid Finish	Gray or Green	Gray or Green	Gray or Green
Underwriter's Laboratories Approved	Yes	Yes	Yes
Current	AC or DC	AC or DC	AC or DC

Yes! it's

CONCO

first on every count

and priced to sell as low as

$29.95

for 5-section model

CONCO ENGINEERING WORKS
Division of H. D. CONKEY & COMPANY • Mendota, Ill.
AFFILIATES
Conco Building Products, Inc. — Brick, Tile, Stone
Conco Materials Handling Division—Cranes, Hoists

NEW Escort Appliance Truck MODEL DF66



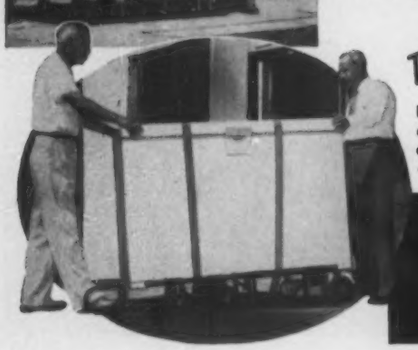
Designed to Handle

Home Freezer Units

Pianos and all HEAVY Appliances







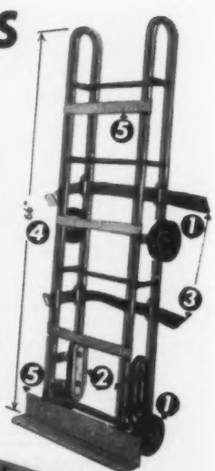
CRAWLS Built into the new Model DF-66 is Escort's famous Crawler Tread, which enables even this l-o-n-g model to crawl up and down stairs and over obstructions.

ROLLS Just lay Model DF-66 down flat, for moving over level stretches. The extra two large 6" wheels make it easy to roll this truck, with its full load, quickly and easily *anywhere!*

TURNS To make sharp turns, merely step down on the skid-handles—this raises the *extra* set of wheels off the ground or floor, and Model DF-66 turns on a dime *—without effort!*

Here's Escort's new Model DF-66 Appliance Truck—*designed* to eliminate *all* of the problems of appliance movers who must move everything from oversize home freezer units to pianos.

Consider these 5 features—(1) 2 sets of 6" wheels, (2) the famous roller-bearing Crawler Tread, (3) 2 web-straps for holding appliances firmly in place, (4) extra long height—66", (5) Felt-padded cross-bars and toe plate.



HANDLES BULKY OBJECTS EASILY— Escort's Model DF-66 is the easiest-handled appliance truck in the world! Makes handling easier, reduces manpower and chance for damage. Ask for Escort's Model DF-66.



WRITE for full information and descriptive folder about Escort's Model DF-66 and other appliance trucks.

STEVENS APPLIANCE TRUCK CO.
NORTON ROAD P. O. BOX 897 AUGUSTA, GA.

The new 1954

CROSLEY TV

gives you the best bait ever offered for catching customers!

Exclusive

Picture Sentry



© 1953, AVCO MFG. CORP.

GUARDS AGAINST INTERFERENCE

And here's the advertising punch **CROSLEY** puts behind the '54 line



YOUR HIT PARADE—TV'S TOP-RANKING MUSICAL PROGRAM. Every Saturday night all year, the all-star Hit-Paraders will sing Crosley right into a national buy-word. And Dave Garroway will introduce the '54 line on his popular "Today."

FIRST 3-PAGE FOLD-OVER TV AD EVER TO APPEAR IN THE SATURDAY EVENING POST, COLLIER'S, LOOK. Dramatic 3-pager unfolds right out to grab the reader. These exciting ads will be followed by spreads and color pages in the Post, Look, Collier's, Ebony, and other leading magazines.

AND SMASH ADS IN 154 KEY-CITY NEWSPAPERS ALL OVER THE COUNTRY. Wherever there's a market for television sets, Crosley will be there. Localized big-page newspaper ads will make folks want Crosley, come to you for a demonstration.

Plus

- RADIO SPOTS IN 99 MARKETS
- MAJOR PROMOTION IN HOLIDAY, THE NEW YORKER, SUNSET, HOUSE BEAUTIFUL, AND HOUSE AND GARDEN
- OUTDOOR BILLBOARDS IN MORE THAN 80 MARKETS

Here's the '54 CROSLE

with the electronic Pictu
wipes out streaks . . . ro
Automatically gives you t



BIG PICTURE—COMPACT CABINET. Double value in this handsome 17-inch table model. Selected hardwood veneer, rich mahogany finish. Model F-17TOLH. Also in comb-grain white oak, Model F-17TOLBH.

An independent organization polled owners of all brands of TV sets; asked them what annoyed them most about the TV set they now have. Results show that most folks complain about roll-over, flutter and streaks. Now, for 1954, Crosley has the Picture-Sentry, a special circuit that guards against these very annoyances! *Only* Crosley has the Picture-Sentry—so only Crosley can offer you the hottest sales hook ever to hit the TV market.



In the studio—under controlled conditions—cameras pick up perfect image. Diagram (right) represents television wave pattern as it appears on engineer's oscilloscope.

And that's not all! See these other Crosley fea

- **BUILT-IN UHF RECEPTION** gives your customer all 82 channels—other UHF-VHF combinations available.
- **FULL-YEAR WARRANTY ON PICTURE TUBE** as well as 90 days on chassis parts, included in Crosley prices.
- **PERMANENT PINPOINT FOCUS** . . . no fussing with dials.
- **ALL RICH WOOD CABINETS** . . . not
- **SUPER PICTURE POWER** . . . Ideal for fr
- **REMOVABLE PICTURE WINDOW** . . . tomer can clean window and tube face
- **BRIGHTNESS AND TONE CONTROLS** in easy reach.

NEW ALUMINIZED PICTURE TUBE in 21- and 27-inch remarkable contrast



MASTERPIECE OF SIMPLICITY. 21-inch picture; beautiful console style that will never grow out of date. Hardwood cabinet finished in lustrous mahogany finish. Model F-21COLH. Also in comb-grain white oak, Model F-21COLBH.

You can see it BETTER



AUTHENTIC CHIPPENDALE STYLING; BEAUTIFUL '54 TV! One of the most effective pieces ever designed. Genuine mahogany veneer; 21-inch screen. Model F-21CDMH. Also in modern comb-grain white oak, Model F-21CDBH.



CHIPPENDALE CONSOLE. Traditional design set off by gleaming mahogany finish. Your customers can get all 70 UHF channels with center dial. Model F-24CDMU. Also in modern comb-grain white oak cabinet, Model F-24CDBU.



GIANT 24-INCH TELEVISION. Handsome console cabinet finished in polished mahogany. Built-in UHF—brings in all 82 channels, UHF and VHF. Model F-24COLU. Also in comb-grain white oak, Model F-24COLBU.

LEY TV line

28 new models in all!

WHAT'S IN IT FOR YOU?

1. Your time. Your time is money—hard, cold cash. You save it when you offer a customer a known name like Crosley.

2. Again, your time. You waste bushels of it when you take the long, hard way of trying to convince a man that a set he never heard of is "all right."

3. Like you, your customer has pride . . . solid pride of ownership. When someone asks him what make of TV set he owns, he's proud to say, "I've got one of those new Picture-Sentry Crosleys." Crosley has 30 years' experience in electronics.

4. Your customer knows Crosley is a reliable outfit that's been in business a long time, is in business and will still be in business when his little baby is old enough to vote! He's sure when he buys a Crosley he can always get service, always get parts . . . he knows his set will never become an "orphan" TV.

5. Pre-sold prospects . . . pre-sold not only by magazine, newspaper, radio and outdoor advertising, but pre-sold by top-ranking network TV shows . . . pre-sold customers are what Crosley delivers to its dealers!

6. Bigger profits. Priced to sell in big volume with increased margins to dealers. Get the good news from your distributor.

Picture-Sentry that . . . roll-over . . . flutter. you true-to-life pictures.



the studio—under controlled conditions—camera, pick-up. perfect image. Diagram (represents television wave pattern as it appears on engineer's oscilloscope



Eut man-made interference—a passing truck, a neighbor's vacuum cleaner—can distort TV waves. Such interference scrambles the wave pattern like this



Scrambled TV waves ruin reception on ordinary TV sets. Picture becomes streaked and distorted. Crosley tackled wave distortion . . . developed exclusive Picture-Sentry





Crosley Picture-Sentry (an advanced electronic circuit) controls TV wave pattern, guards against scrambling. The image on '54 Crosley stays clear, sharp, true-to-life . . . as in the studio

Crosley features that'll *HELP YOU SELL!*

OD CABINETS . . . not metal, not

POWER . . . Ideal for fringe areas.

ICTURE WINDOW . . . your cus- window and tube face himself.

ND TONE CONTROLS IN FRONT,

- **ILLUMINATED DIAL ON CUSTOM SETS** . . . no more squinting.
- **WHEN AND IF COLOR COMES** . . . your customer is assured that his '54 Crosley will receive in black and white all programs broadcast through the compatible color system being developed by the television industry.

UBE in 21- and 27-inch Custom models. Aluminized film in the tube reflects the light—gives remarkable contrast. Picture is brighter, sharper . . . a difference you can demonstrate!



MAGNIFICENT CUSTOM CONSOLE The smart design of this 21-inch comb grain white oak console will go well with any decorating plan, please your most style-conscious customer. Model F-21COBH. Also in mahogany veneer, Model F-21COMH.

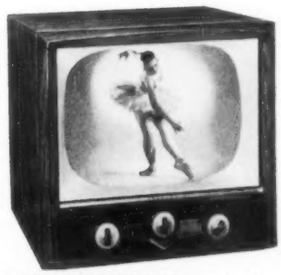


COMPLETE FAMILY ENTERTAINMENT CENTER. 21-inch television, 3-speed automatic record changer, powerful FM-AM radio. Hand-polished cabinet is genuine mahogany veneer. Model F-21PDMH. Also in comb-grain white oak. Model F-21PDBH.



BIG-SCREEN TV THAT WON'T FILL UP A ROOM. Lustrous mahogany-finished cabinet will fit even a small room . . . at no sacrifice of big-picture enjoyment. Model F-21TOLH. Also in comb-grain white oak, Model F-21TOLBH.

ETTER on a CROSLEY



CUSTOM TABLE TELEVISION that combines big-screen viewing with a trim, handsome cabinet. 21-inch screen, cabinet finished in hand-rubbed mahogany. Center dial for all 70 UHF channels. Model F-21TOMU. Also in comb-grain white oak, Model F-21TOBU.



BIG, BIGGER, BIGGEST! 27-inch screen is one of the very biggest on the market today. Picture unparalleled for clarity, detail, steadiness. Cabinet finished in hand-rubbed mahogany. Model F-27COMH. Also in comb-grain white oak, Model F-27COBH.

28 NEW MODELS (18 not illustrated) Write for full information

SALES PROMOTION DEPT., CROSLEY DIVISION OF AVCO
Cincinnati 25, Ohio

Please send with no obligation

- ☐ Full-line folder showing Crosley's '54 line
- ☐ A distributor to call and talk over the way Crosley works

Name _____

Street _____

City _____ State _____



Communist machine-gun fire dropped him in combat. But whole blood kept him alive, saw him through the hospital. He thanks you for his life.



She'd been exposed to polio. A new serum, *Gamma Globulin*, made from blood, helped ward off the dread disease. She thanks you for her life.



A tornado whipped suddenly across her home town. She was badly injured by falling debris. But a quick operation, several transfusions pulled her through. She thanks you for her life.

Three grateful people say: "we're HERE... because you were THERE!"

Each one of these people is alive today because someone gave blood.

If you've given blood before, you know how easy it is—how quick and painless. And you know what a wonderful feeling it is when you realize that what you've done may give another person his life.

Now you are asked to give blood . . . again and again. And you can do it safely every 3 months.

Because America's need for blood has increased enormously—for our armed forces, for accident and disaster victims at home, for new disease-fighting serums.

Many a life hangs in the balance! Will you help? Call your Red Cross, Armed Forces or Community Blood Donor Center today!

BUSINESS EXECUTIVES CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ◯ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ◯ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ◯ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ◯ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ◯ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ◯ WAS THIS INFORMATION GIVEN THROUGH PLANT BULLETIN OR HOUSE MAGAZINE?
- ◯ HAVE YOU ARRANGED TO HAVE A BLOODMOBILE MAKE REGULAR VISITS?
- ◯ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ◯ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a **single** pint of blood may mean the difference between life and death for **any** American . . the need for blood is **urgent!**

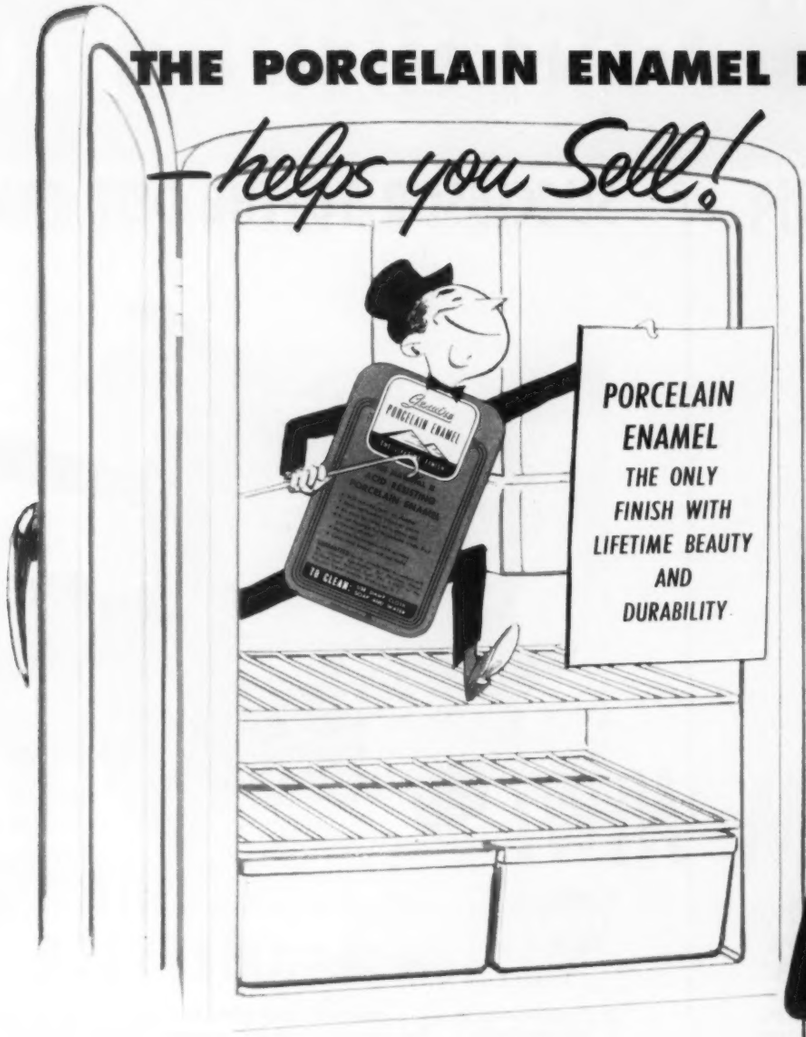
NATIONAL BLOOD PROGRAM

GIVE BLOOD

...give it again and again

THE PORCELAIN ENAMEL FINISH

—helps you Sell!





Here is a modern finish you can sell with enthusiasm and conviction! It gives you outstanding sales clinchers based on practical advantages that every housewife wants. Its beauty, its lifetime durability, its imperviousness to rust, heat, fire, scratching and staining, plus its ease of cleaning are a combination of features that *no other finish can equal!*

Porcelain Enamel can provide these, because it, alone, is a truly mineral coating, fused to red hot steel at a temperature of 1500° F. The label reproduced here identifies genuine Porcelain Enamel and tells your customers the high quality features of this superb finish.

THIS LABEL . . . on a range, refrigerator, washer or other appliance identifies for your customer Genuine Porcelain Enamel, made in accordance with the high standards of the Porcelain Enamel Institute, Inc.

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC. **1346 Connecticut Avenue, N.W. · Washington 6, D.C.**

KNAPP K-M MONARCH

Better Products for Better Living

SUPERCHARGES B
ADVERTISING PLUS SA

SALES DOUBLED IN '52*



NEW!

K-M electric

MULTI-SPEED LIQUIDIZER

- 14 appliances in 1 . . . only the ~~K-M~~ Multi-Speed Liquidizer chops, grates, shreds, purees, blends, liquefies, pulverizes, whips . . . prepares baby food . . . makes delicious milk shakes and malts . . . magically mixes batters, dressings and spreads . . . even shaves ice!
- Exclusive graduated speed control is labeled for every one of the 14 operations . . . right on the base of the new ~~K-M~~ Liquidizer.
- Washes itself, too . . . just put in soap and water, turn the switch . . . swo-o-osh, it's clean!
- Stainless steel blades . . . extra strong . . . extra large.
- Nationally advertised . . . full color ads in Living for Young Homemakers, House Beautiful, Brides and Modern Bride . . . plus large space ads in Better Homes and Gardens and American Home . . . TV in major markets.

*per Electrical Merchandising survey

SUCCESSOR TO THE DEEP FRYER



NEW!

K-M Automatic Electric

CHEFSTER

- 7 appliances in 1 . . . not only deep fries, but cooks a complete meal automatically . . . and serves as a baker, steamer, warmer, blancher . . . just what you've always needed for a buffet-chafing dish . . . grand for making popcorn! (Makes more than 3 quarts with commercial speed and efficiency.) Large family size capacity.
- Comes with fry basket, baking and steaming rack, measuring cup, 48 page recipe book and detachable cord at no extra cost.
- Handy light indicator switch signals selected temperature.
- Exclusive Thermo pan . . . easy as a dish to clean.
- Nationally advertised . . . full color ads in Living for Young Homemakers, House Beautiful, Brides and Modern Bride . . . plus large space ads in Better Homes and Gardens and American Home . . . TV in major markets.

PLUS Special local



Nationally Advertised in Full Color . . . TV in Major Markets.

KNAPP K-M MONARCH

Better Products for Better Living ST. LOUIS 16, MO., U. S. A.

VISIT BOOTH No. 424-30 AT TH

BEST-SELLER ITEMS WITH SUPER SALES-CLINCHER PROMOTIONS

HEATS AN ENTIRE ROOM!



NEW!

K-M **FIN** *radiation automatic electric*

ROOM HEATER

- At last . . . here's a heater that really heats an entire room (12 x 15 x 9) without any other assistance.
- 140 feet of heating radiator surface is packed into this efficient unit . . . giving 35 times more heating surface than standard rod-type heating elements.
- Automatically controls room temperature from 40 degrees to 90 degrees F. regardless of changing outside temperature. Exclusive new sensitive thermostat holds room temperature accurately. It is not, as with inferior types, affected by the heat of the heater itself!
- Portable . . . weighs less than 22 pounds . . . only 22" wide, 5½" deep, 19" high. Plug into any adequate 110 volt circuit . . . Underwriters' approved.
- Nationally advertised in Living for Young Homemakers, American Home, Better Homes and Gardens and House Beautiful.

PORTABLE . . . WITH "BIG-MIXER" POWER AND BLADES

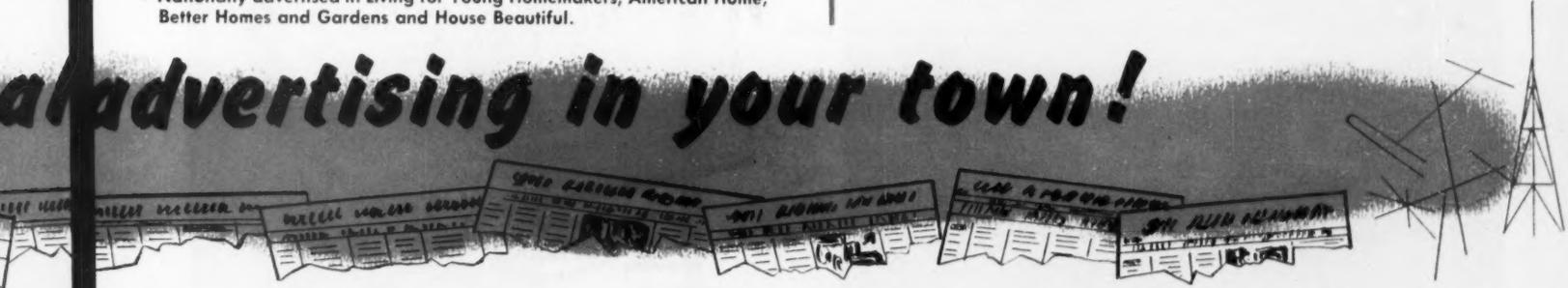


NEW!

K-M **REDI MIXER**

- Here it is! The new lightweight wonder that beats, whips, mixes, stirs, folds and blends . . . with the handy 3 speed Thumb Tip control that gives the right speed and the right selection of power for every need.
- Special K-M contour beaters give greater volume . . . more thorough mixing in less time. Special bottom bearing prevents rotary blades from scraping against bottom of bowl.
- K-M Redi Mixer conveniently tilts back to drain into bowl . . . no dripping or danger of tipping.
- Special spring-steel ejector releases beaters in a jiffy for easy cleaning.
- Weighs only 3.4 pounds . . . for sure, one-hand control.

advertising in your town!



Direct Mail . . . Point-of-Purchase Displays . . . Dealer Helps

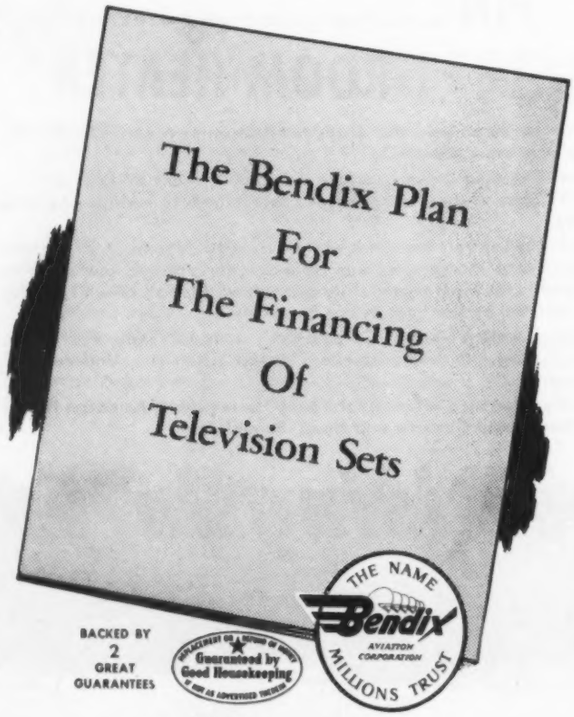
T THE ATLANTIC CITY HOUSEWARES SHOW AND GET FULL PROFIT MAKING DETAILS

"GIVE YOUR CUSTOMERS 24 MONTHS TO PAY... GET ALL YOUR MONEY TODAY!"

...that's the Bendix TV Finance Plan!

Here's a finance plan that takes the gamble out of TV selling for the next two years. Bendix has it, exclusively!

- No *reserve* . . . no *recourse!*
- Gives you full sale price immediately.
- Allows you to operate with *all* of your working capital.
- No reserve deposit required from you by banks.
- You can accept paper for 24 month payment.
- The Bendix TV Finance Plan gives dealers complete protection against loss.
- Bendix guarantees you and the bank against loss by repossession.
- Pick up the phone and call your nearest Bendix TV Distributor! Get all the details today.



Bendix Television and Radio

BALTIMORE 4, MARYLAND

A DIVISION OF BENDIX AVIATION CORPORATION

every season is selling season for Mimar Dynafans



MP 525 HV
High Velocity Dynafan

High value as well as high velocity. This moderately priced fan includes the new aerodynamic five-fin, all-steel blade in 10", 12" and 16" sizes. In specially designed housing for efficient cooling or ventilation. Powered for continuous duty. Moves 2850 cu. ft. per minute. Ideal for residences, offices, factories. Height 22 15/16"; width 21"; depth 13¼".

MP 212 A
DeLuxe Fan-Heater Combination

Portable, powerful packaged ventilation. Beautifully styled. 15 7/16" high, 7" deep, 14¼" wide. Ideal for smaller rooms or hard to heat or cool corners. 205 cubic feet per minute. Fully protected. Tiltable.



MP 211
Radiant Fan Forced Heater

Heats—cools—ventilates! Completely portable to cool a hot spot—dry out a damp corner—warm a chilly room. Typical Dynafan Comfort Control at your fingertips—wherever you want it. 19" high, 10" wide, 9" deep.





MP 500
Fan-Heater

Versatile—cools, heats, ventilates—perfect for year-round use. 18" high, 8" deep, 14½" wide. For pleasant, comfortable cooling a 10" fan blade delivers 1040 cubic feet per minute—for perfect heating comfort delivers 500 cubic feet per minute—uses 1600 watts.



MP 25
The Mighty Mite
for your Safest Safety/ Silhouette Hair Dryer

Hottest Dryer, Cooler. Completely versatile. Tilts to portable—and the fastest color drying fan ever.

MP 525 HV
High Velocity, Pedestal Dynafan

New, large capacity, low-priced sensation in the fan field. The new aerodynamic five-fin, all-steel blade in a specially designed housing delivers 2850 cubic feet of air per minute! This is the equivalent of the ordinary 24" fan. Powered for constant, large area cooling, the MP 525 is ideal for restaurants, stores, factories, schools and churches. Adjustable from sixty to eighty-four inches in height, practically tip proof.



Ask for a demonstration

Contact Mimar for all details

With a complete line of versatile, Comfort Control Dynafans to choose from, no customer walks out without one. Designed for home or industrial use, the year round, these sensational Dynafans move more air faster—whether the user wants to cool, warm or ventilate any part of his home or business—from basement to attic.

Dynafans' *high velocity* means moving huge amounts of air in minutes—quietly, continuously and efficiently. Completely portable, attractive in appearance, they blend into any background, require no installation.

Dynafans are versatile. There's one for every purpose—and some for all purposes—from small rooms to large stores, with capacities from 2500 to 3850 cubic feet per minute.

MIMAR PRODUCTS, INC.
BROOKLYN 5, NEW YORK
BRANCHES: EL MONTE, CAL.—CHICAGO, ILL.

Admiral



FASTEST RISING POWER IN APPLIANCES!

Big statement? Big gains prove it! Every year, *five straight years,* the record shows Admiral getting a bigger, fatter share of the nation's refrigerator business. This year's prospects are bigger still. Brighter than ever. Four completely new Admiral product lines . . . more Admiral sales . . . greater Admiral volume . . . and the hugest profits yet for every Admiral dealer. Watch!

CONTACT YOUR ADMIRAL DISTRIBUTOR NOW FOR COMPLETE DETAILS!

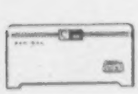
More, More, MORE proof that

Admiral

is the fastest rising power in all the appliance industry

ADMIRAL CORPORATION • 3800 W. CORTLAND STREET • CHICAGO 47, ILLINOIS


Upright Home Freezers


Chest-type Home Freezers


Room Moisture Conditioners and Dehumidifiers


Room Air Conditioners


Flash Defrosting Refrigerators


Dual-Temp Refrigerators


Flex-O-Heat Electric Ranges

Lead The Way with Preway

gas and oil-burning heaters that carry you ahead of competition

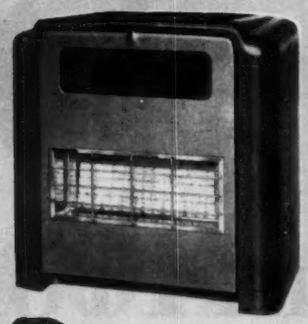


To a dealer, there's no proof like profit to measure merchandising success. By this yardstick, judge Preway — the fastest-growing line of space heaters on the market — now the third largest producer in the country.

And this year, Preway gives you gas heat to team with oil, so that you can meet the interests of every customer with the *right* circulator, with the *right* features, at the *right* price. So line up with Preway. Lead business your way with this money-making line that has everything to keep you out ahead of competition. Phone, wire or write today for full information.

PREWAY INC. 9753 Second Street, N. Wisconsin Rapids, Wis.

Heretofore Known as PRENTISS WABERS PRODUCTS CO.



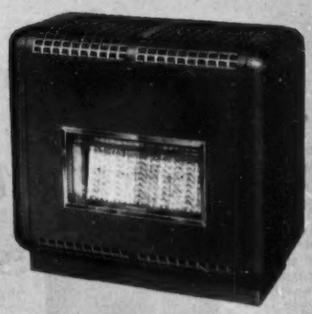




GAS—

power-house heaters in small home sizes

- Smallest cabinets in the industry but highest in B.T.U. input
- Lifetime burner guarantee plus 20-year warranty on heater unit
- Many automatic convenience features
- Wrap-it-up, I'll-take-it price tag







OIL—

fuel-saving performance work-saving features

- Miracle pilot saves 4 gallons of fuel out of 5 at low flame setting
- Air-activated burner burns cheapest fuel oil without soot or carbon
- Many automatic convenience features
- Buy-action price tag





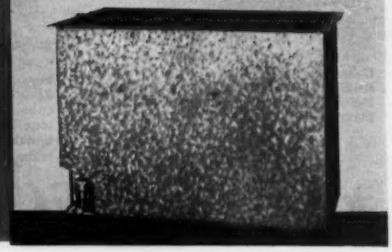






Floor and Central Heating Oil-Burning Furnaces

A short line of six great performers — priced to sell



DuMont

This Full-Profit Line invites

...*for power! performance! quality! value! at every price!*

Du Mont SUTTON
17-inch glare-free picture from Du Mont Selfocus* tube. Contemporary table model in mahogany or walnut hues. Built-in UHF-VHF antenna. 82-channel tuning optional. Matching base at slight extra cost.



GREAT NEWS FOR YOU FROM DU MONT ENGINEERING! From the beginning, Du Mont engineers have pioneered in the industry's great advances. Now here—like a bugle call to greater profits for you—are complete quality features, to be compared with *every* make at *every* point in *every* set at *every* price!

The Selective Du Mont Dealer Franchise offers you—

★ **NEW STRONGER SALES FEATURES!**—see the *Complete* Comparison* on this page. Read it and cheer!

★ **NEW STRONGER NATIONAL ADVERTISING!**—pre-selling complete Du Mont quality to your best customers month by month in top magazines and newspapers!

★ **RIGHT PRICES FOR ALL YOUR CUSTOMERS!**—and better values in every set, with Du Mont quality control from end to end of the line!

★ **MORE ATTRACTIVE DEALER DISCOUNTS!**—yours in a shorter, more profitable line that reduces your inventory and saves your display space!



Du Mont de Luxe CHATHAM
17-inch Du Mont Selfocus* tube with glare-free picture. Contemporary table model. Matching base at slight extra cost, as illustrated. 82-channel tuning optional. Built-in UHF-VHF antenna.

ALL your customers can afford DU MONT QUALITY TELEVISION from $199.95** (for 17-inch Du Mont SUTTON table model)

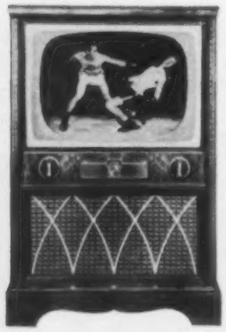
First with the Finest in Television... *Past, Present and Future!*



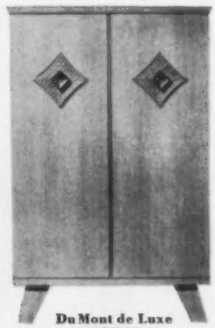
Du Mont de Luxe WARWICK
American Contemporary styling. Mahogany or limed oak finish, with matching base at slight extra cost. Glare-free picture from 21-inch Du Mont Selfocus* tube. Phono jack. Built-in UHF-VHF antenna, 82-channel tuning optional.



Du Mont de Luxe LYNWOOD
Swedish Modern cabinet in mahogany and limed oak finishes. 21-inch Du Mont Selfocus* tube. Acoustically matched tone. 82-channel tuning optional. Built-in UHF-VHF antenna.



Du Mont de Luxe BRADFORD
English traditional cabinet, mahogany finish, caster-equipped. 21-inch Du Mont Selfocus* tube. Continuous tone control—base-to-treble. Phono jack. Built-in UHF-VHF antenna, optional 82-channel tuning.



Du Mont de Luxe HARTFORD
21-inch Du Mont Selfocus* tube. Swedish Modern design in limed oak or mahogany finish. Optional 82-channel tuning, built-in UHF-VHF antenna. Rich, clear tone.



Du Mont WALTON
21-inch big-screen picture on Du Mont Selfocus* tube. Contemporary all-wood table model in mahogany or limed oak. Matching base at slight extra cost. Built-in UHF-VHF antenna. 82-channel tuning optional.

Other sets not illustrated:
Du Mont de Luxe RIDGEWOOD "41"
Du Mont Custom ROYAL SOVEREIGN
Du Mont BEVERLY

★THE SELECTIVE DU MONT DEALER FRANCHISE

Television

COMPLETE* COMPARISON

SEE DU MONT
with
82-Channel Tuning
MEZZANINE FLOOR
THE PALMER HOUSE
MUSIC INDUSTRY TRADE SHOW
CHICAGO
JULY 13 TO 16

★ **NEW CLEAR-PICTURE POWER**
New Du Mont high-resolution picture tubes and high picture power give a fuller tone range—from blacker blacks to whiter whites! Exclusive in Du Mont Telesets* at every price!

★ **DU MONT SELFOCUS* TUBE**
First with automatic focus—now again improved to give you a new standard of excellence!

★ **CUSTOM-CRAFTED CABINETS**
Du Mont is famous for finer design, richer finish, better construction and costlier woods at every price!

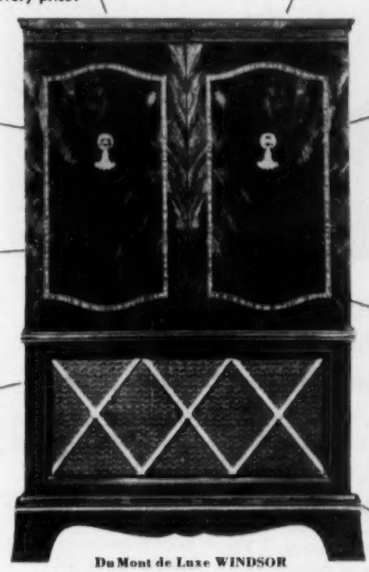
★ **QUALITY PRODUCTION CONTROLS**
Du Mont multiple tests and controls of materials, parts and production assure dependable quality and minimum service expense over the years.

★ **THRIFTIER OWNERSHIP**
Your customers save too!—on lasting Du Mont quality . . . on cooler, thriftier set operation . . . on minimum servicing!

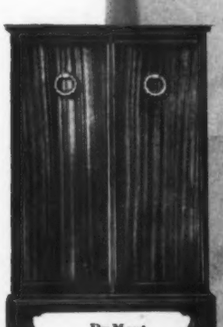
★ **OPTIONAL 82-CHANNEL TUNING**
Du Mont engineering now gives you the most sensitive UHF-VHF tuning in television, optional in your new Du Mont Telesets*!

★ **FRINGE AREA EXCELLENCE**
Du Mont's exclusive electronic yardstick, the DuMONITOR*, automatically adjusts the picture signal for the best possible reception anywhere.

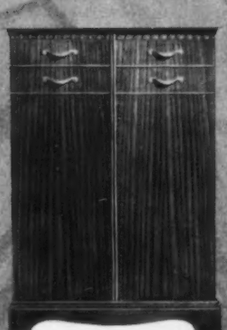
★ **TRUER TONE**
Higher tone fidelity from precision-engineered circuits, extra powerful speakers and choice woods. Continuous bass-to-treble tone control!



Du Mont de Luxe WINDSOR
21-inch Du Mont Selfocus* tube. Removable safety glass. Fine 18th Century cabinet on casters, hand-rubbed mahogany finish. Phono jack. Finest 82-channel tuning optional. Built-in UHF-VHF antenna.



Du Mont de Luxe WAKEFIELD "41"
21-inch Du Mont Selfocus* tube. American Contemporary cabinet in mahogany or limed oak finish. 82-channel tuning optional; built-in UHF-VHF antenna.



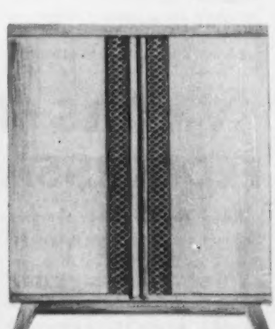
Du Mont de Luxe ESSEX
Georgian console with mahogany finish. 21-inch Du Mont Selfocus* tube. Glare-free big screen picture. Built-in UHF-VHF antenna. 82-channel tuning optional. Beautiful tone.



Du Mont Custom SOMERSET II
21-inch Du Mont Selfocus* tube in Sheraton console. Mahogany or blond finish, hand-rubbed. Built-in drawer for record player. Built-in UHF-VHF antenna. 82-channel tuning optional.



Du Mont Custom HANOVER II
Harmonious Sheraton console with inlaid panels, mahogany or blond finish. 21-inch Du Mont Selfocus* tube. Matched tone elements. 82-channel tuning optional. Built-in UHF-VHF antenna. Built-in drawer for record player.



Du Mont Custom NEWBURY II
Modern styling. Mahogany or limed oak finishes. 21-inch Du Mont Selfocus* tube. Built-in drawer for record player. Built-in UHF-VHF antenna. 82-channel tuning optional.

IS MORE VALUABLE THAN EVER!

WRITE, WIRE OR PHONE YOUR DU MONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, New Jersey. Canadian Affiliate: Canadian Aviation Electronics Ltd., Montreal, Canada.

*Trade Mark

***Prices include full-year picture tube Warranty, Federal Excise Tax. Prices slightly higher in the South and West and subject to change.*

THESE FEDDERS FACTS GIVE YOU 2 TO 1 COMPETITIVE EDGE!



Amazing 1953 Fedders Room Air Conditioner has industry's most envied and talked-about feature!

It's the Built-In Weather Bureau...most advanced control ever offered on a room air conditioner! Gives "the weather you want with the touch of a button!"

Real Demonstration Fire!

A demonstration is worth a *million* words...with a feature like the Built-In Weather Bureau to demonstrate! Raise the top panel of the sleek Fedders unit and flick!—you've got the gentle cooling you want for a refreshing night's sleep. Flick! You've got powerful cooling, just right for a pleasant afternoon watching TV when it's blazing hot outside. You can show prospects how they can quickly ventilate a room or remove stale, smoky air... with or without cooling.

Millions Know It!

Millions of people have read about "push button weather" in Fedders LIFE and POST ads. The new Fedders Demonstration Center—starring the "Built-In Weather Bureau"—is a salesman in itself. Ask your Fedders distributor about it today!

Fedders Twin Filters Catch More Harmful Dust, Soot, Pollen!

Is HEALTH an appeal that sells merchandise? *You bet your life it is*... but Fedders seems to be the only room air conditioner maker who realizes it! "How Healthy Are Your Lungs?" we've asked millions of readers of LIFE, Saturday Evening Post and other magazines... showing them these eye-stopping pictures of "dirty" city-dweller's lungs (left) and "clean" farmer's lungs (right).



City-dweller's lungs *Farmer's lungs*

What's the payoff? Fedders gives *twice* the filtering area of other room air conditioners. Fedders catches *more* dust, dirt, soot, pollens and other harmful irritants before they reach the user's lungs!

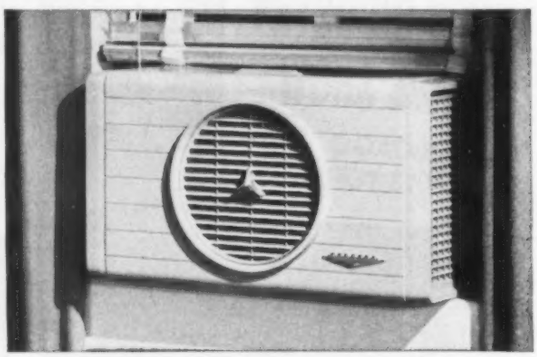
Fedders dealers have a dramatic sales clincher when they slide out those big spun-glass Fedders twin filters and tell this story!

Over 600,000 people keep cool with Fedders Units!

No doubt about it, Fedders is the world's largest manufacturer of room air conditioners. There's another 2 to 1 competitive advantage for you in this story, too: *over fifty-seven years* of heat transfer experience goes into the precision-engineered Fedders units. It was Fedders that made the radiator for the fabulous Thomas Flyer—winner of the Round-the-World Race in 1908. Chances are you've got a Fedders radiator in your car today ...the most engineering-minded auto maker in the U. S. depends on Fedders engineering. So can your customers!

Fedders delivers full money's worth of cooling power!

When a customer buys a room air conditioner, he's paying for *cooling power.* Sell Fedders, and you can tell the most powerful cooling story in the industry! You can tell how the tough, wary buyers for hotels and motels often find that a Fedders ¾-ton capacity unit *out-performs* a competitive 1-ton unit...that a Fedders ½-ton capacity unit often will deliver more cooling than other ½-ton models! Secret of Fedders unit's outstanding performance is the *exclusive V-type twin evaporators.* In the ¾-ton model, they actually give the cooling power of *fifteen* refrigerators...for less than the price of one! How's that for a steel trap clincher?



The sleek handsome new ¾-ton Deluxe Fedders. Striking original chassis design by famous Mel Boldt adds powerfully to Fedders sales success!

Industry's Most Complete Line

You can meet any room and office air conditioning need when you sell the Fedders line...most complete in the industry! Handsome window units, most featuring the cool, eye-catching new Breeze Green color, come in ⅓, ½, ¾ and 1-ton models. Lustrous, hand-crafted consoles come in ¾, 1 and 1½-ton models.

V-COILS—POWERFUL FEDDERS SALES FEATURE

How can the sleek, compact Fedders unit give your customers *greater cooling capacity* than bigger, bulkier units? The secret is Fedders *exclusive* V-type Evaporator coil...but don't keep it a secret! Tell your prospects—"Here's a good example of how you benefit from Fedders long experience in designing precision cooling systems for fine automobiles and refrigerators! Fedders can put greater cooling power at your fingertips because the V-coil has more square inches of cooling surface.

Compact Fedders Unit installed Fast! No Muss or Fuss!

Here's where Fedders advanced design pays off again in customer satisfaction ... in less work and fewer headaches for you!

Plenty of $$$$$$ Here!

There's a potful of profits in free trial installations. Use the Fedders Free Trial Installation Kit that lets you exploit this rich market. Ask your Fedders distributor for full details!

Fedders Digs Up Sales!

Just as Fedders gives its dealers the most complete *line,* Fedders also backs up its dealers with the most powerful campaign in national magazines...which included the biggest room air conditioner ad ever run (April 20th LIFE)...Fedders tells its exclusive story to every type of professional and commercial prospect. Coupon returns show high readership and sales conversions among doctors, dentists, morticians, hotel and motel owners! It's another 2 to 1 competitive edge for Fedders dealers!

Sleep Cool, Live Cool with Fedders for as Little as $3 A Week!

What's the greatest room unit sales pitch of '53? The industry says it's Fedders "Take A 5-Year Vacation from heat and humidity for as little as $3 a week"...in April 20th's LIFE!

Fedders dealers can offer real electrically refrigerated air conditioning ... packed with Fedders engineering experience ... factory warranted for 5 years...at a price that matches all competition.

So here's another 2 to 1 competitive edge for Fedders dealers... quality plus price. Hit it hard! For complete details write Fedders-Quigan Corp., Dept. EM-7, Buffalo 7, New York.

the all new 1953

FEDDERS

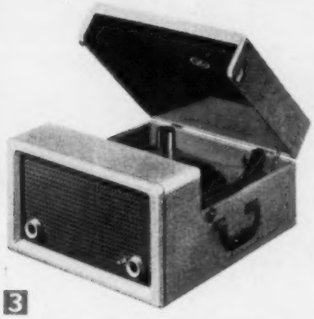
STYLED FOR SALES



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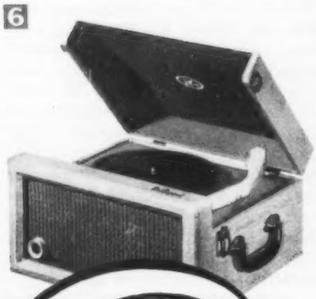


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7



NEW

tri-O-matic®
tri-O-speed®

PHONOGRAPHS AND RECORD CHANGERS

PROFITABLE NEW MODELS | **EXCLUSIVE MODERN STYLING** | **SPARKLING NEW COLORS** | **SALES-CLOSING FEATURES**

1 V-M TRI-O-MATIC 990 PORTABLE PHONOGRAPH. 4" x 6" folded horn speaker in lid! Two replaceable sapphire needles in "flip-under" cartridge! Automatically plays all size, speed, records! Measures only 13¼" x 12¾" x 8½"! Warm Rose and Gray Tweed leatherette case! $69.95 list*.

2 V-M TRI-O-SPEED 121 PORTABLE PHONOGRAPH. The JEWEL CASE . . . World's smallest, lightest 3-speed amplified phono! Measures 10⅜" x 8" x 5⅛"! Weighs only 7 lbs.! Tough new Styron 475 case in Satin Red or Green! Plays all speed, ALL SIZE records. Custom-balanced 4" speaker! Plenty of undistorted power! $29.95 list*.

3 V-M TRI-O-MATIC 986 PORTABLE PHONOGRAPH. Featuring new adjustable tone chamber (to balance the 5" x 7" speaker to room's acoustics). Two color styles—Warm Rose and Gray Tweed, or Rich Brown! Has Siesta Switch and Lazy-Lite (rejects records with lid closed)! V-M 45 Spindle included. Plays all size, speed records automatically or manually! $86.50 list*.

4 V-M TRI-O-MATIC 972 TABLE MODEL PHONOGRAPH. Siesta Switch feature shuts off amplifier too, as well as lamp plug in base! Balanced 4" x 6" speaker for faithful tone reproduction. New, beautiful Clem-Rose finish. Has two-needle tone arm. Plays all size, speed records automatically or manually! $59.95 list*.

5 V-M TRI-O-SPEED 120 RECORD PLAYER ATTACHMENT. Smallest, lightest, in all the world! Plays all speed, ALL SIZE records! Handsome Rich Maroon case of tough, new Styron 475. Complete with cords and plugs! Measures 10⅜" x 8" x 5⅛"! Weighs 5 lbs. 12 oz. $19.95 list*.

6 V-M TRI-O-SPEED 151 PORTABLE PHONOGRAPH. Choice of colors: 151G is Warm Rose and Gray Tweed, 151B is Rich Brown. 4" x 6" speaker. 2-needle tone arm. Plays all size, all speed records manually. $49.95 list*.

7 V-M TRI-O-MATIC 920 RECORD CHANGER ATTACHMENT. Deluxe automatic 3-speed changer attachment with Siesta Switch (shuts off everything, including amplifier and plug-in base! Mahogany wood-grain plastic base with Golden two-needle tone arm. Patented tri-o-matic spindle. $39.95 list*.

*Slightly higher in west.

CONSUMER SPACE ADVERTISING SCHEDULE TOTAL CIRCULATION—57,322,000

	August	September	October	November	December
SEVENTEEN	½ 2-color				½ p. 2-color
SUNSET		1 col. B & W		1 col. B & W	1 col. B & W
COLLEGE NEWSPAPERS			10" B & W	10" B & W	10" B & W
AMERICAN WEEKLY		1/5 p. B & W	1/5 p. B & W	1/2 p. 4-color	
LIVING FOR YOUNG HOMEMAKERS				1/2 p. 2-color	1/2 p. 2-color
CORONET			1 p. 2-color	1 p. B & W	1 p. 2-color
HOUSEHOLD			1 col. B & W		1 col. B & W
ESQUIRE		1/2 p. B & W			1/2 p. 2-color
PARADE			1/5 p. B & W		2/5 p. 2-color



TIE-IN WITH THIS V-M AD SCHEDULE

V-M Ads are timed right, aimed right to attract *your* best record fan prospects! Tie your store promotions and ads to V-M's program for faster, easier profits! Make these powerful V-M ads work for *you!*

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS EXCLUSIVELY

TODAY, ASK YOUR V-M DISTRIBUTOR FOR COMPLETE DETAILS



CHEVROLET ADVANCE-DESIGN TRUCKS

More work per dollar . . . and here are 4 powerful reasons why!

MORE POWER AT LOWER COST!

Watch costs go down when you put the new heavy-duty power of Chevrolet's advanced Loadmaster engine to work! The new high compression ratio of 7.1 to 1 in this great engine brings you more power and even greater economy than before. Chevrolet's Thriftmaster engine, too, in light- and medium-duty models offers exceptional economy of operation.

MORE RUGGED THAN EVER!

There is extra economy, too, in the exceptional stamina of Chevrolet trucks. You can expect new ruggedness and strength with heavier, more rigid frames and brawnier construction throughout. You can expect extra miles added to the life of your truck, plus a substantial reduction in the over-all cost of hauling. Chevrolet trucks are famed for their ability to stand up under tough jobs.

FACTORY-MATCHED TO THE JOB!

Some jobs demand more power. Some demand stronger springs. But, *whatever* the requirements of your job, Chevrolet trucks are carefully *factory-matched* to the work to be done, with the *right* power—and the *right* units from tires to axle, springs to clutch—to handle that work at lowest cost.

LOWEST PRICED LINE!

Chevrolet trucks are known for qualities and features matched by no other trucks. Yet, with all these advantages, the Chevrolet line lists for less than any other trucks of comparable size and specifications. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—the Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load. **POWER-JET CARBURETOR**—for smooth, quick acceleration response. **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement. **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **HYPOID REAR AXLE**—for dependability and long life. **TORQUE-ACTION BRAKES**—on light-duty and medium-duty models and on front of heavy-duty models. **TWIN-ACTION REAR BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models. **CAB SEAT**—with double deck springs for complete riding comfort. **VENTIPANES**—for improved cab ventilation. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—for easier handling. **UNIT-DESIGNED BODIES**—for greater load protection. **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance.

CHEVROLET first in demand in value in sales

"Claims" don't wash dishes

KitchenAid

HOME DISHWASHER

does!

KitchenAid

really washes dishes *clean*—lipstick, dried milk, egg yolk, grease—all these tough-to-wash elements come right off with the *exclusive* Hobart revolving power wash—so much better than splasher or deflector-type sprays. And *KitchenAid* needs only *one* wash cycle to do *all* tableware thoroughly!





KitchenAid

has most thorough drying action! The only dishwasher with *separately* powered blower fan which circulates electrically heated air over and around *all* tableware—dries everything spotlessly. Plate warmer feature a *plus.*

KitchenAid

saves water and detergent—*no pre-rinsing needed!* Exclusive dual strainer system filters wash and rinse water—prevents food waste being sprayed back on tableware.





KitchenAid

has greatest capacity—the first dishwasher with two independently sliding racks—*the only dishwasher* with an adjustable upper rack! You easily load a full dinner service for 8 or more...can adjust the upper rack for tallest glasses or larger pots and pans.



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines




POWER-CHEF


FRI-WELL

SELL MORE with more features to sell!

Start with popular Power-Chef. Look for styling. Look for features. Compare price. The only complete Mixer-Grinder-Juicer at this competitive price. So it is on through the line . . . sales advantage after advantage —*in feature after feature*— for more sales, more profit with Dormeyer. "America's Buy-Word in Better Appliances." Dormeyer Corporation, Kingsbury and Huron Streets, Chicago 10, Illinois.


MIX-MAID


BLENDER

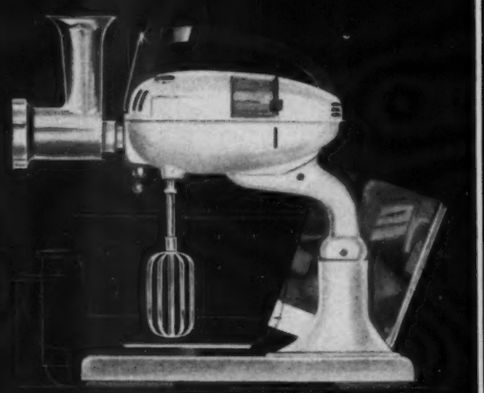
MIX-MAID Newest Dormeyer mixer!—and the only turntable mixer that is *also* a portable mixer which stands by itself. Compact, lightweight design. 9 full-powered speeds, fingertip beater release. Includes all juicer accessories. Guaranteed. $29.95

BLENDER Makes literally hundreds of treats — from "company" drinks to Baby's puree. Hurricane action — blades turn at 22,000 r.p.m.!—liquefies, mixes, whips, shreds, grinds or pulverizes in *seconds*. Hi-Speed Motor never needs oiling. Guaranteed. $34.95

POWER-CHEF Grinder-juicer-mixer—all three, and deluxe! Includes all accessories at no extra cost. Built-in power drive—no awkward adapters. 10-speed dial selector. Magic-Mix Arm, automatic beater release. Portable mixing head. Guaranteed. $46.50

FRI-WELL Deep-fries to a turn! Perfect, too, for cooking soups, stews and casseroles —even small-batch baking. Automatic thermostat means just-right results every time. Monotube heating cooks quickly, thoroughly. Safe, neat Drain-Away Faucet. Guaranteed. $29.95





MEAL-MAKER

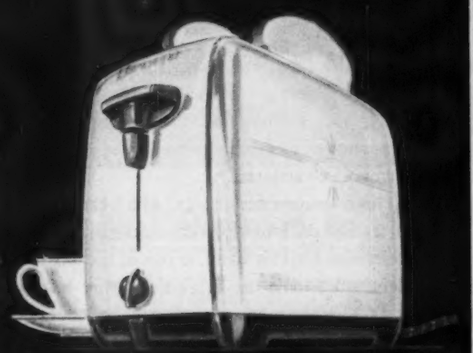


BROIL-WELL



"DORMEY"

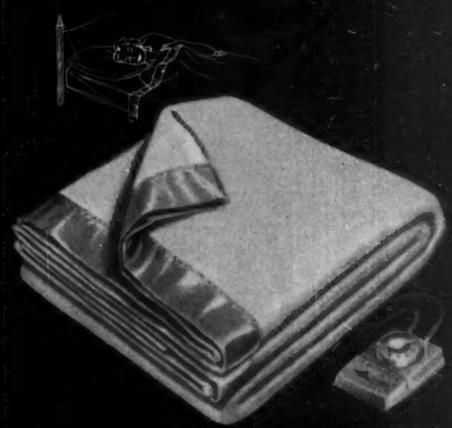
SELL DORMEYER!



TOASTMAKER



COFFEE-WELL



ELECTRIC BLANKETS

TOASTMAKER Has extra-wide wells—even toasts rolls and muffins. Completely automatic—just set the Toast-Timer and the toast pops up, browned just the way you want it. Chek-It Lever—for two different shades of toast at one setting. Guaranteed. $19.95

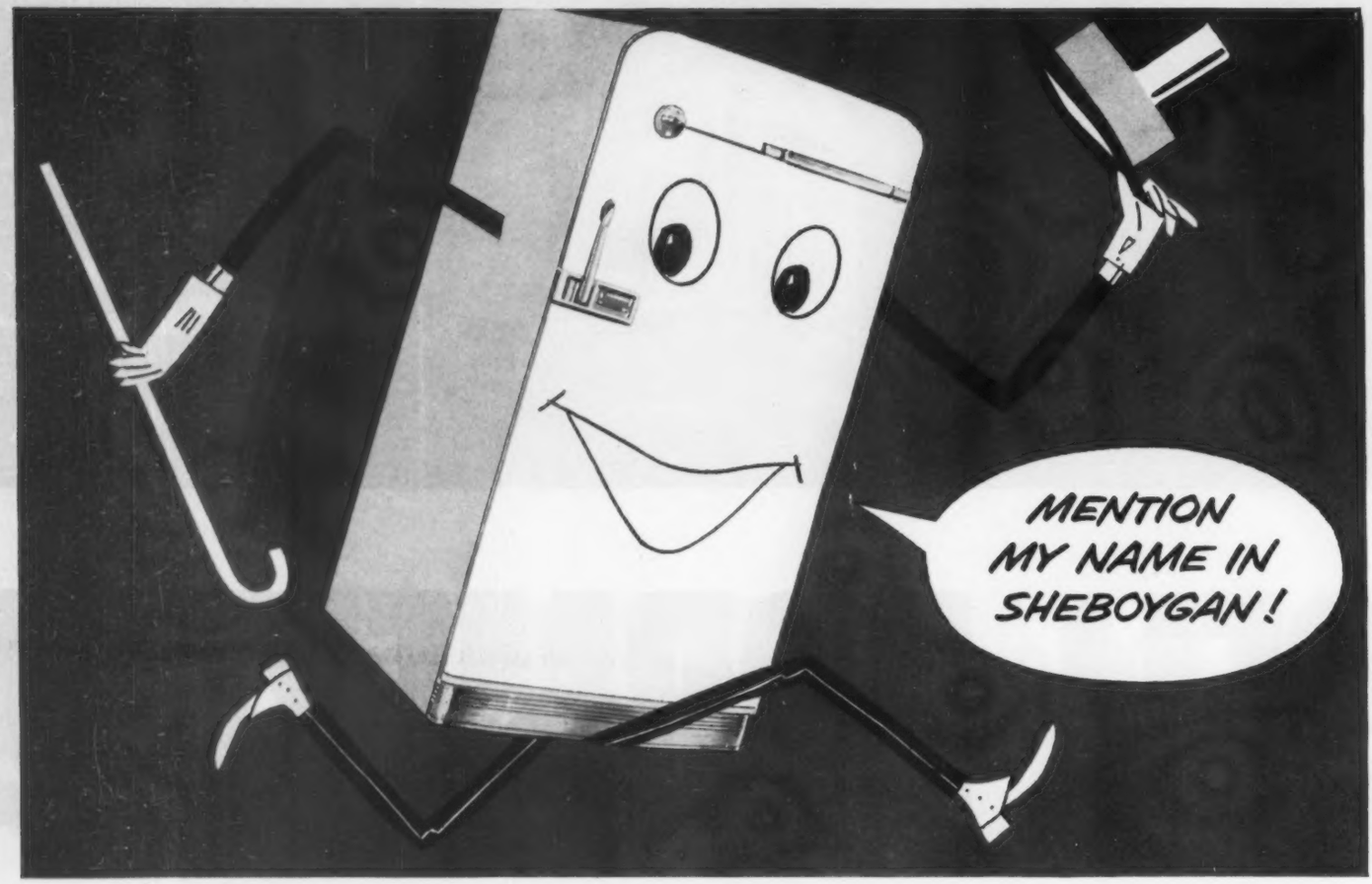
COFFEE-WELL Brand new! Set the Perfect-Perk Selector and Coffee-Well automatically brews 8 to 10 cups of coffee to the flavor you prefer. Signals when coffee is ready, then automatically keeps coffee hot until served. Guaranteed. $29.95

ELECTRIC BLANKETS Brand new! Set the Rest-Well Dial — Blanket automatically maintains warmth you choose. Misty pastels or decorator colors—Rouge Red, Cameo Pink, Lawn Green and Alice Blue. Guaranteed. Single Control—$43.95. Dual Control—$49.95

MEAL-MAKER *Includes* electric food grinder and juicer at no extra cost. Both attach directly to the power drive. Dial selector gives full power at all 10 speeds. Clik-Mix Arm. Mixing head detaches in seconds, for portable use. Guaranteed. $38.50

BROIL-WELL Brand new! Broils and grills to perfection, roasts and barbecues to a turn. Automatic revolving rotisserie for real old-fashioned spit-roasted barbecues. Infra-red heat cooks super-quick. Large warming-plate top. Guaranteed. $54.95

"DORMEY" Handiest help in the kitchen! This lightweight portable mixer has big-mixer features: dial selector with five full-powered speeds, full-size beaters with fingertip release. Stands on end for neat, easy draining. Guaranteed. $19.95



This world-famous performer always gets a cordial welcome



Frigidaire, made only by General Motors, are the magic words that open most every door . . . practically guarantee that the salesman will get a hearing for his selling message.

JUST MENTION FRIGIDAIRE in Sheboygan, Walla Walla, or anywhere you go, and people instantly know what you're talking about.

Not only is Frigidaire one of the most famous trademarks of all time, but it is instantly recognized as a synonym for quality, value and performance.

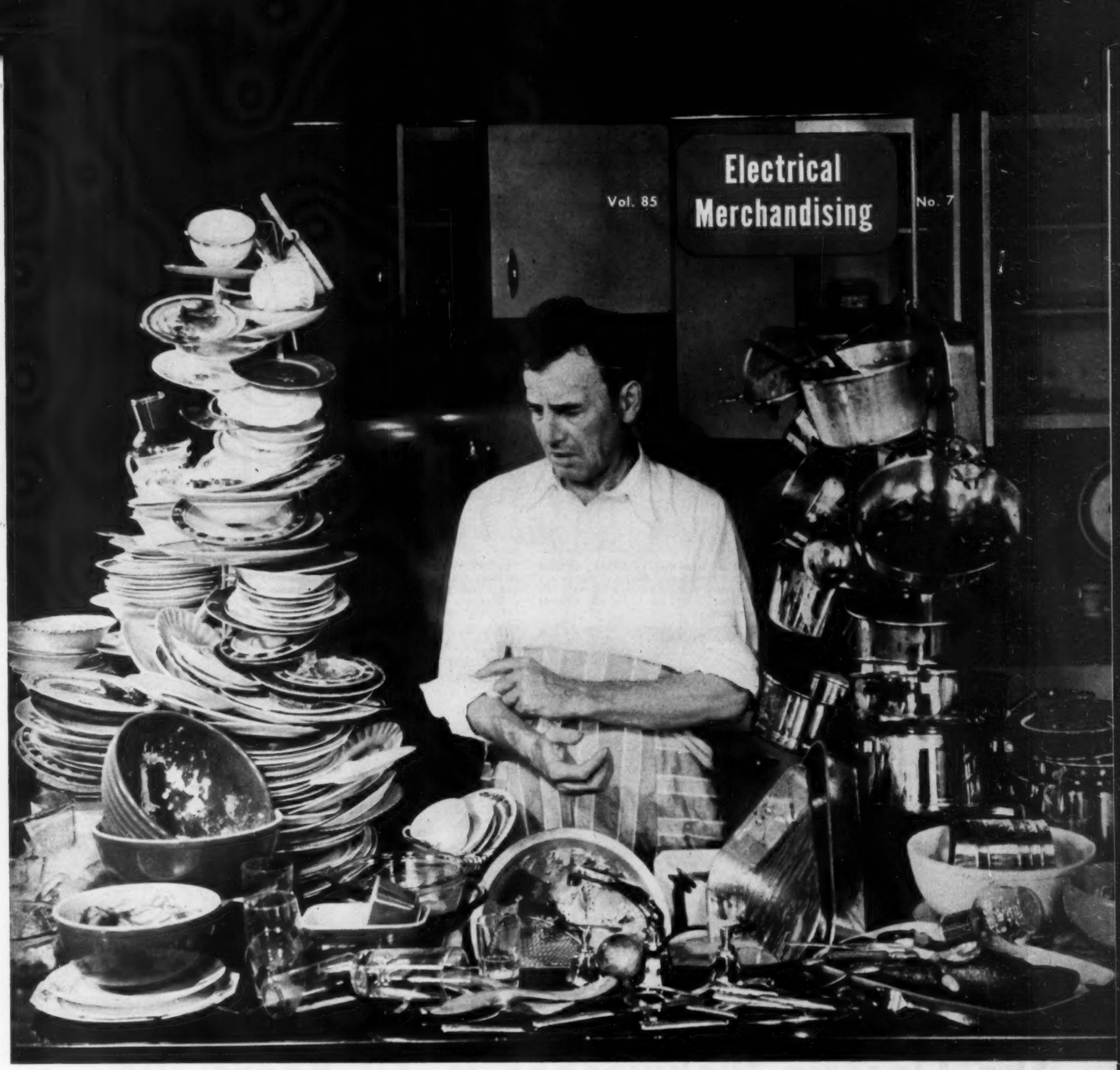
The salesman finds that this consumer acceptance has tremendous selling value. It opens many doors that might otherwise be closed to him. He finds prospects need no assurances about the company behind the product. They are more receptive to his selling story. Thus the distance between presentation of product and dotted line is narrowed considerably.

This consumer acceptance, which can also be translated into a definite pre-purchase preference for Frigidaire, is one of the most useful sales tools the Frigidaire dealer has. And one of the many reasons why he values the Frigidaire franchise so highly.

Frigidaire means more business . . .

more business for the dealer





Special Report to the Trade

DISHWASHERS

WE have all heard of "sleepers" in this business. But the real Sleeping Beauty is the electric dishwasher which is celebrating its 40th anniversary this year.

What has been holding back the dishwasher? Why were less than 200,000 sold last year when refrigerators, washers, freezers, cleaners, ranges and TV sets were selling in the millions? When two newer devices—dryers and room air conditioners are headed for the million mark. The dishwasher is a fully automatic device, handsomely styled, which performs one of the most onerous of the housewife's daily chores. It is in the same price range as other major appliances, has less than 3% saturation, and suffers from no trade-in problem.

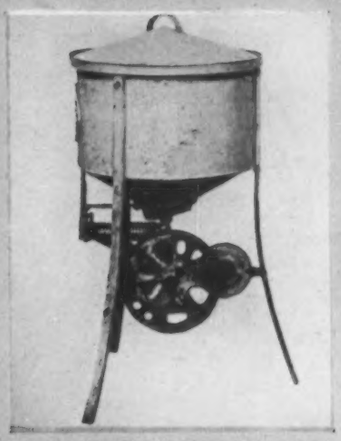
Electrical Merchandising has sought to find the answers to this problem of dishwasher marketing. On the following pages, we have examined the history of early models and the reasons they did not gain public acceptance. We have pointed out the mistakes that were made and the steps taken to remedy them. We have described fully the models currently on the market. We have analyzed the market. And we have brought together all of the sales arguments and the demonstration techniques required to sell them. Next month we will present some documentary evidence of distributors and dealers who are doing a job of dishwasher merchandising.

We believe it is time the dishwasher took its rightful place as one of the great major appliances that make up our business. We have tried to present the full story here and in next month's issue. It should be required reading for all specialty appliance merchandisers. The future of the dishwasher is up to you.

General Electric and Hotpoint Evolution



Granddaddy of both General Electric and Hotpoint dishwashers was this hand-operated 1909 model, produced by the Walker brothers of Syracuse, N. Y. It was a dasher type and sold for $50.



In 1913, the Walker Bros. Co. brought out their first electric dishwasher. Similar in design and using the same washing principle as the hand-powered model, it was one of the first electrics to be produced.



The 1915 Walker dishwasher was completely restyled. Capacity was increased and construction sturdier. More important, a new washing principle was employed—a blade swept back and forth producing a "wave" of water.



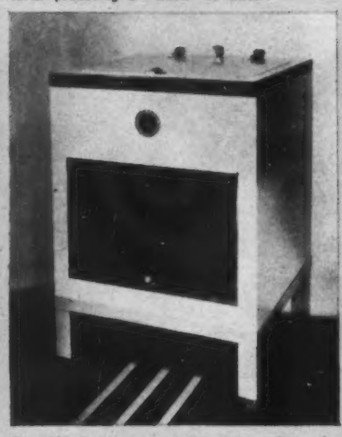
By 1918, the Walker had a modern design, somewhat similar to clothes washers. It had electric motor drive and a valve on outside of tank to indicate water remaining and also a hose connection to sink to eliminate water-carrying.



The first combination sink-and-dishwasher was introduced by Walker Bros. Co. in 1924. It had a sink control drain valve and filled directly from the hot water faucet. The 1928 model was the first to employ an impeller.



The square-faced enamel cabinet made its bow in 1930. This was a portable model with top opening and front controls. Height was reduced for easier loading. About 800 units were produced.



In 1932, the assets of the Walker Bros. Co. were acquired by General Electric and dishwasher manufacture was assigned to Hotpoint. Above is the first model to be introduced with the G.E. nameplate in 1932.



In 1936 the first Hotpoint dishwasher made its bow. The new model was the first to have front opening for ease and convenience. Front controls were ornamental and true modern design was introduced for the first time.

The Electric Dishwasher is 40 Years Old . . .

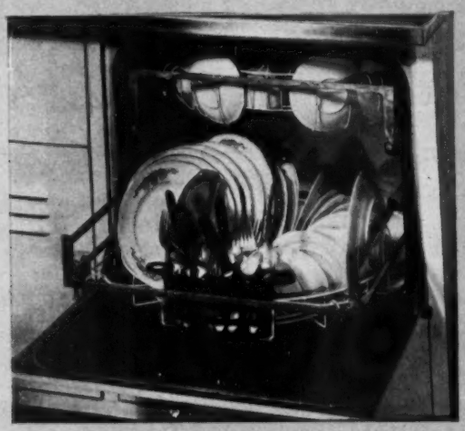
What's been holding its back? Well, a look at some of the early history suggests the answers: poor mechanical design, too many manual operations for the housewife, too little advertising, promotion and specialty selling, plus the absence of modern detergents. Here's a thumb-nail history . . .

While the automatic electric dishwasher we are familiar with today must rightly be classified as a comparitively new, post-war device, it will help us in our thinking about its present stage of development and future potential if we understand that it has undergone a long period of evolution. Many men and many companies have struggled to produce a machine that would successfully wash dishes mechanically. Most of these attempts were unsuccessful and the resulting machines reverted back to the dealer, causing both trade and public ill-will. A great many of the machines were imperfect mechanically; the better ones required so many manual operations on the part of the housewife that they could scarcely be called labor-saving, or convenience devices. In a period when modern detergents were still unknown, the dishwashers did not really get dishes clean, were not self-cleansing, and generally drove housewives back to hand methods. But all new products undergo growing pains. The history of many devices in our industry is studded with examples of failure. Yet the evolutionary process has always functioned to produce better and better products. The dishwasher is no exception to the rule.

Early Models

Even before the era of electricity, attempts were made to wash dishes mechanically. As early as 1850, a patent (No. 7,365) was issued to J. Houghton of Ogden, N. Y., for a machine in which a paddle wheel

The Early Conover Dishwasher— Now Westinghouse

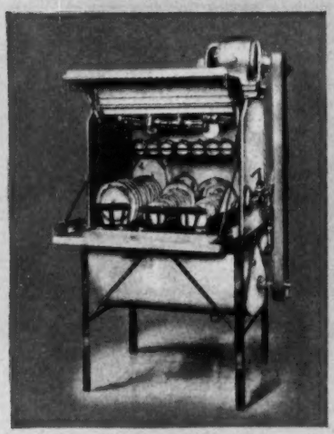


Early sink model Conover dishwashers looked something like their prototypes of today. This was a front-opening model, produced in the year 1933. The company sold quite a few dishwashers, but never made money and was sold to Westinghouse about 1934.

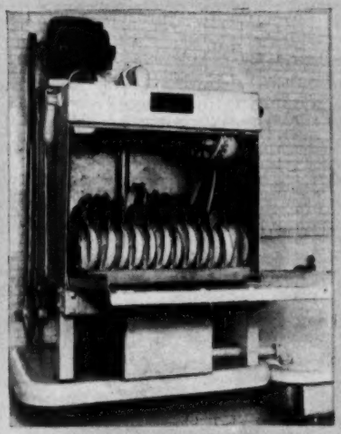


The Conover dishwasher that sold in the greatest number was this portable unit, produced in the early 1930's. Its loading, filling and draining operations were somewhat similar to today's models, but it was manually operated, without automatic features.

Ancestors of the KitchenAid Dishwasher



Although predecessor companies of Hobart Mfg. Co. took out a dishwasher patent in 1886, it was not until 1911 that this first domestic machine was produced. It employed a revolving wash system.



Another Kitchen Aid model of the 1911-12 era was designed to occupy the kitchen sink drainboard. It also employed the centrifugal pump wash system and revolving wash pattern. Rinse system was by a rocker arm.



By the early 1920's, Hobart's Kitchen-Aid division was producing this free-standing model, with permanent plumbing. It had independent racks and larger capacity than previous models the company produced.

splashed water on the dishes. Again, in 1865, a patent (No. 51,000) was issued to one L. A. Alexander for a dishwashing machine employing the same principle as that found in many of today's dishwashers: a propeller located in the conical bottom of a cylindrical tank was rotated by a hand crank and dashed soapy water over dishes set in a rack above.

Again, in 1886, after considerable experimentation, a patent was issued to the predecessor company of the Hobart Mfg. Co. (producers of the present-day Kitchen-Aid dishwasher) for a hand-operated dishwashing machine. In the first piece of literature describing this machine appears a lyrical testimonial from the user: "An invention destined to be of great good to the over-taxed women of our country." Hobart continued to experiment with different models and types from that day on, designing both commercial and household units. A commercial unit was on display at the World's Fair in Chicago in 1893. At any rate, by the year 1900, over 30 patents had been issued to various companies for mechanical dishwashers.

It was in the early 1900's, however, when the grand-daddy of the present General Electric and Hotpoint dishwashers was born. Willard and Forest Walker of Syracuse, N. Y., interested themselves in the development of a dishwasher, and, by 1909, had a hand-powered model ready for market. It was only 16 inches in diameter, held few dishes and sold for $20, including a free trial. It was a "dasher" type machine, using three plungers which forced the water from the bottom of the tub upward and over, dashing it onto the dishes. As the housewife turned the crank, the plungers would go upward. A cam shaft attached to the crank arm would release itself and the plungers would be pulled downward by a large spring. This surge downward would cause the water to rise upward and against the dishes. It was an ugly, sheet-metal affair with straight legs and a tendency to leak, but enough were sold to encourage the Walker brothers to continue. Subsequent models were equipped with pulleys for gas-engine drive; gear ratios were increased and, finally, in 1914, models were equipped with a fractional hp. electric motor. The electric dishwasher was born.

However, the mere fact that an electric motor had been added to the dishwashing machine did not mean that it automatically became a perfected, marketable piece of merchandise. It was still an ugly, clumsy, cumbersome product requiring many manual operations on the part of the housewife. Detergents were still to come and dishwashing results left much to be desired. In the 1914 original electric models, the motor activated the gears which moved the plungers up and down, still "dashing" the water against the dishes. In the 1915 model of the Walker a new principle of washing action was introduced. A long blade, the diameter of the tub, was swept back and forth producing a wave. This wave swept over the dishes and washed them, with a rack holding the dishes above the blade. This principle was perfected on the 1919 model which also had a valve on the outside of the tank to indicate the amount of water remaining in the tub. Also, for the first time, a hose connection to the faucet eliminated the need for carrying water to and fro from the sink. These 1919 models, priced at around $125, sold about 300 units.

The Walker brothers, of course, were not alone in the field. Hobart continued to design new models and in 1911 had a motor-powered model employing a revolving wash system. By 1912 they brought out still another machine "embodying all of the principles of the commercial and domestic dishwashing machines—the same skimming and overflow process of soiled wash water has been adhered to, together with the centrifugal pump wash system and revolving wash pattern. This machine was designed to occupy the drainboard of the kitchen sink; the drain emptied into the sink and the hot water connection was attached to the kitchen faucet. It was

MORE ➔

Early Dishwasher Advertising



This 1895 advertisement of the W. H. Baird Company, Pittsburgh, contained many lyrical testimonials to the wonderful qualities of the "Iron City" dishwasher. However despite its rock botom price of only $5, it was never a big seller.



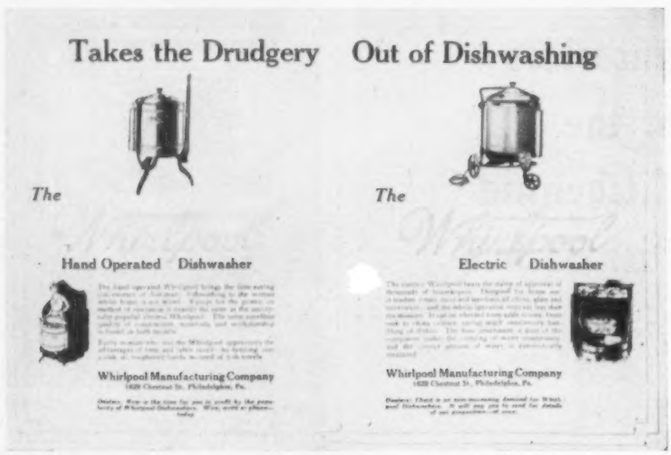
And here is an advertisement from the October, 1917 issue of this magazine for the "Minit" dishwasher, made by the Kitchen Service Co., Chicago.



Western Electric Co. took the front cover of ELECTRICAL MERCHANDISING in September, 1919, to tell the trade about their electric dishwasher.



Here's another advertisement, this one from the February, 1920 issue of this magazine, for the Electric Maid dishwasher, manufactured in Davenport, Iowa.



The Whirlpool Mfg. Co. of Philadelphia advertised both a hand-operated and an electric model dishwasher in the June, 1920 issue of Electrical Merchandising.



And this is one of many ads run by the Wolcott Mfg. Co. of Hartford, Conn., singing the praises of the "Mermaid" electric dishwasher.

powered by a 1/6 hp. motor. The 1914-15 models were similar in design, although improved and refined, and sold for $125. By the 20's Hobart was producing free-standing models with permanent plumbing, but the same basic dishwashing principle—"either the dishes or the wash-pattern must move"—has been retained throughout the years down to the present. By the end of World War I, there were 27 different dishwashers on the market, none of which are being marketed today. Many of the companies were under-capitalized, or made an indifferent product. They would get a few machines on the market, see them revert to dealers, and then fade out of the picture. ELECTRICAL MERCHANDISING'S own files of new products shows 44 separate manufacturers entering the business through 1937. A complete list of them is elsewhere in this story. They include such well-known names as Western Electric, Whirlpool, Wolcott Mfg. Co., Kohler, Fuller Brush, Black & Decker and Standard Sanitary. Most of the machines made by these early companies bore a striking resemblance to conventional washing machines; they were cylindrical and were not permanently plumbed in. In fact, they may be said to be the fore-runners of the present day portable dishwashers. Exceptions were Kohler and Standard Sanitary which were built into the sink. Oldtimers in the business will recall some of the more familiar tradenames: "G.R.S.", "Mermaid", "Cinderella", "Sterling", "Murdoch", "Minit", "Quaker", "Happy Home", "Maxim", "Ford", "Hydrola", "Crescent", "Kehoe", "Planet", etc. One of the better-known companies in the business in the early days, although antedating the Walker Bros. Co., was the Conover Mfg. Co., Chicago. Their machine was first described in the pages of this magazine in July, 1922 and subsequent models enjoyed considerable popularity. The company never prospered financially, however, and was subsequently sold to Westinghouse who brought out their own version of the dishwasher in 1934.

Lewis James, inventor of the James mobile automatic dishwasher, made his first experimental model about 1927. This dishwasher had many defects. One of the greatest drawbacks was that it used entirely too much water. In experimenting with it in her own kitchen at home, Mrs. James decided that she could wash clothes in it and after trying this idea, she found that it did an excellent job. For many years thereafter, the James Mfg. Co. manufactured a clothes washer which was originally started as a dishwasher. This clothes washer was hand operated and sold mainly in rural areas of the southeastern states. Up to 1948, James sold approximately 350,000 clothes hand washers. However in 1949, Mr. James again began

(Continued on page 120)

...But Today's Dishwasher Is A New Product

Features include dual detergent dispensers, adjustable cycling control, plate-warmer provisions, high-wattage heating elements to maintain water temperatures during cycle; pre-rinses to spray loose food particles and empty cold water from pipes and built-in water heater tanks to insure proper water temperatures.

A chart of 1953 Automatic Dishwasher Features

	American Kitchens	Apex	Apex Portable	Cory	Cribben & Sexton	Crosley	G-E	Hotpoint	James	KitchenAid	Universal	Westinghouse	Youngstown
Requires Plumbing	yes	yes	—	—	—	yes	yes	yes	—	yes	yes	yes—3 models	yes
Portable	—	—	yes	yes	yes	—	—	—	yes	—	—	yes—1 model▲	—
Type Opening Loading	Drawer-Type front front	top top	top top	top top	top top	Drawer-Type front front	Roll-Out Well front top	Drawer Type front front	top top	Drawer Type front front	top top	Roll-Out Well front top	top top
Washing Action	impeller	impeller	5 hydrojets	pump	sweep-flow fluid brush	impeller	plastic impeller	bakelite impeller	sweep-flow fluid brush	revolving arm with 6 jets	impeller	impeller	Jet Tower with 58 jets
Total Cycle Time	34-min.	30-min.	30-min.	manually controlled	9.5 min.#	34-min.	45-min.	50-min.	9.5-min.#	35-min.	30-min.	37-min.	9¾ min.
Number of Washes	1—10 min.	1—15 min.	1	1—5 min.	2 (1-4 min.) (1-3 min.)	1 10-min.	1 5¼-min.	2 5-min. ea.	2 (1 4-min.) (1 3-min.)	1 5-min.	1—15 min.	1 5-min.	1
Sprays & Rinses	2 sprays 2 rinses	1—5 min. power rinse	1 pre-rinse 2 power rinses	1 spray 1 rinse	1 pre-rinse 2 overhead rinses	2 sprays 2 rinses	2 pre-rinses 3 45-sec. power rinses	2 1-min. rinses	1 pre-rinse 2 overhead rinses	2 1-min. rinses	1—5 min. rinse	2 rinses	2 rinses
Drying Time	16-min.	10-min.	air dried	air dried	air dried	16-min.	28.5 min.	30-min.	air dried	23.5 min.	10—min.	22.5-min.	air dried
Capacity (Service for)	6	6 to 8	6	4	100 pieces	6	6	8	6 to 8	6 to 8	6 to 8	6 to 8	88 dishes 55 pieces cutlery
Total Water Consumption	6.3 gal.	3 gal.	4 gal.	—	4.5 gal.	6.3 gal.	7 gal.	8 gal.	4.5 gal.	7 gal.	3 gal.	7 gal.	5.5 to 6 gal.
Indicator Light	yes	yes	—	—	—	yes	yes	—	—	yes	—	glows when drying	—
Detergent Application	cup in door	poured into center of impeller	sprinkled on dishes	sprinkled on dishes	sprinkled on dishes	cup in door	cup automatically releases	dual dispenser	sprinkled on dishes	sprinkled on door surfaces	poured into impeller center	wire mesh cup	placed in cup to be washed
Heating Element	1000-watt; entire cycle	—	—	—	—	1000-watt entire cycle	750-watt-Calrod entire cycle	825-watt Calrod entire cycle	—	1000 watts; drying cycle only	—	950-watt Corox comes on for drying	—
Plate Warmer	yes	—	—	—	—	yes	yes	yes	—	yes	—	—	—
Built-in Water Tank	—	2-gal. tank 1250 watt unit	4-gal. tank	—	—	—	—	—	—	—	2 gal. tank 1250-watt unit	—	2.5 gal. tank
Cycle Interruption	adjustable — automatically resumes operation	adjustable, may be reduced	—	manually operated	—	adjustable	adjustable to repeat or skip any operation	adjustable on some models	—	automatically resumes where left off	adjustable, may be reduced	—	—
Racks	2 vinyl covered (1 revolving)	2 vinyl covered	2	2	4	2 vinyl covered (1 revolving)	Plastisol	Plastic Roll-R-Racks	4	2 stainless steel	2 vinyl covered	2 Plastisol	2 metal racks need not be removed for loading
Models: Dishwasher-Sink Comb. Free-Standing Under-Counter	3 48-in. 24-in. 24-in.	3 48-in.* 24-in.* 24-in.	1	1	1	3 48-in. 24-in. 24-in.	2 48-in. 24-in.##	8 4—48-in.‡ 2—27-in.‡ 2—27-in.‡	2 (Deluxe and Premiere)	3 48-in. 24-in. 24-in.	2 48-in. 24-in.	4 48-in. 24-in. 24-in. 24-in. portable	3 48-in. 27-in. 27-in.

*also available with look-in lids and illuminated tub.

**weighs 25 lbs., and fits on drainboard

#A sterile-dry cycle can be added to these models which increases time from 10 to 20 min., also equipped with built-in water conditioner for last rinse.

##porcelain top for under-counter model is available to convert it to a free-standing model

‡A model for standard plumbing connections and a QuiKonect pump model in each type.

▲Same as plumbed-in models with casters and hoses.

4 PAGES of complete dishwasher model descriptions ➔



YOUNGSTOWN KITCHENS 1953 dishwashers are top opening and top loading models. They feature the Jet Tower hydro-brush washing action, and a built-in 2½ gal. porcelain-lined booster heater that heats and thermostatically holds the water at 175 degs. F.

The Jet Tower, which is a square chrome tube pierced with holes, is located in the center of the tub and revolves and sprays dishes with 58 jets of water from its own built-in water heater. Jet Tower turns slowly, from 60 to 120 rpms, so that the water pressure built up in the pumping system can be used for shearing food particles from dishes. Keeps speed down automatically with the result that it it does not revolve at a constant rate, but picks up and slows down speed alternately.

The washing cycle includes one wash and two rinses. Total time 9¾ minutes, and uses 5½ to 6 qts. in entire washing cycle. When cycle is over lid pops up automatically and dishes dry by evaporation.

An automatic control valve stops water when correct amount of water is in machine. In case of low water pressure, timer waits until correct amount is in tub.

Chromeplated dish racks automatically position dishes for thorough washing. Racks can be loaded and unloaded without being removed from tub, altho upper rack is removable. Silverware basket fits on upper rack.

Two screens at bottom of tub catch small food particles and keep them from being recirculated. Strainer can be cleaned without removing baskets.

Service for 6 capacity, or up to 80 dishes and 55 pieces of cutlery. ⅓ h.p. motor, 3450 rpms.

Detergent is placed in one of the cups to be washed. This cup is placed to the right of silver basket for best results. When no cups are being washed detergent is sprinkled on dishes in front, away from water inlet.

Available in two models, a 27-in. free standing unit and a 48-in. combination dishwasher-sink. Both models have acid-resisting enamel top and tub. Sink model has acid-resisting sink, chrome swinging mixing faucet, stainless steel trim, and provision for garbage disposer.



THE APEX 1953 Dish-A-Matic line includes three automatic dishwashers that are plumbed in and a portable Roll-A-Way model.

All Apex models have built-in electric hot water tanks.

The installed models are top loading and top opening. A 2-gal Fiberglas insulated hot water tank has a 1250-watt immersion type heating unit which is thermostatically controlled to maintain water at 180 degs. F.

"Whirl-scrub" washing and rinsing action is activated by a special plastic impeller. Impeller also forces air over clean dishes during drying period.

Automatic self-cleaning tub has no screens or strainers to clean. Instantaneous drain valve and flush drain action prevents food particles or scum from being deposited in tub.

Complete cycle of one wash and one rinse and a drying period, consumes a total of 3 gals. water, 1½ gal. at 180 degs. for wash, and 1½ gal. for rinse. Cycle lasts 30 minutes maximum. It can be reduced if desired by turning dial located on backsplash clockwise.

Illuminated crystal on left of dial plate indicates when machine is in operation. Safety lid lock prevents lid from being opened while machine is in wash or rinse period. Lid opens automatically after the start of the dry cycle. When machine is not in operation lid can be opened by pressing lid button on control panel.

Has a capacity for a complete service for six to eight. White vinyl covered racks are removable for loading. Detergent is poured in center of impeller.

The 48-in. combination dishwasher-sink model has a porcelain enamel sink with chromeplated swinging spout, and provision for the Apex Waste-O-Matic garbage disposer. A heat-proof glass "look-in" lid and an interior light are optional.

The free standing 24-in. model is also available with or without look-in lid and interior light.

A customized drop-in model for installation in existing cabinets completes the Apex installed dishwasher line.

Portable model

Apex Dish-A-Matic Roll-A-Way portable has its own built-in water heater tank with 4-gal. capacity. Once tank is filled, the sink faucet is left free for other uses.

Complete wash cycle includes one wash, two rinses and an air dry period using 4 gal. water. Wash action is produced by five motor-powered hydrojets. Five rotating, high-pressure nozzles, water-scrub dishes front and back, inside and out. A pre-heat selector switch water temperature control provides 160 degs. F. water at start of cycle, 180 degs. F. for first rinse and 190 degs. F. for final rinse. Automatic safety float switch makes element inoperative unless there is water in the tank.

Automatic lid opens for quick drying. Safety switch stops water action if lid is raised during wash or rinse period.

Stationary, rubber cushioned racks hold complete service for six.

Other features include a Fiberglas look-in lid, illuminated tub, baked white enamel cabinet, heavy duty centrifugal pump, high speed, ¼ h.p. Apex motor push button starting and free swiveling rubber casters. Hoses drop out of sight when dishwasher is not in use. The Roll-A-Way can also be permanently installed.



CROSLEY 1953 automatic dishwashers are front opening, front loading, drawer type models that feature a revolving upper rack which turns slowly with action of hot water spray.

Upper and lower racks are of vinyl covered metal, individually mounted to slide freely on nylon bearings for easy loading and unloading.

"Swirl-Clean" wash cycle begins with a spray rinse to clear pipes of cool water and remove remaining food particles. A 10-minute wash in 1½ gal. water, a 3¼ gal. spray rinse and two 1½ minute power rinses each using 1½ gal. of water comprises the wash period. Drying takes 16 minutes. Total operation takes 34 minutes, consuming approximately 6.3 gals. of water.

A 1000-watt heating element surrounds impeller in bottom of tub and turns on at the start of cycle. It heats water and maintains temperatures through washing operation. During drying cycle impeller draws fresh air into tub over heating element. Impeller fan blows the warm air over dishes and out through an air vent on backsplash. For plate warming the element can be used separately by turning indicator control dial to the "dry" setting.

A signal light glows through indicator dial when machine is in operation. Machine may be stopped or started at will to permit interim loading or unloading without loss of washing solution, through use of automatic control dial. It is also possible to rinse dishes without adding detergent or going through wash cycle, until a complete load of dishes has been accumulated.

Detergent cup attached to inner panel of door.

Revolving rack turns for easy loading. Wire loops can be used for small juice glasses. A release button makes it possible to remove revolving rack whenever desired.

Bottom rack rests on open door for loading. Large and small plates are alternated in plate ring, platters, skillets etc., go along sides and in corners. A square silverware basket fits in center of bottom rack.

Holds all the dishes and silver necessary for serving 6 people.

Available in three units. A free-standing, 24-in. wide model with porcelain work surface top. An undercounter unit, 24-in. wide, without top for installing under a continuous top. And a combination dishwasher-sink, 48-in. wide with dishwasher on left side under a fluted drain board. Single-bowl sink has finger-tip faucet rinse and spray assembly.



AMERICAN KITCHENS "Roto-Tray" automatic dishwashers are front opening, drawer-type, front-loading models.

Featured in their line is a "Roto-Tray" circular upper tray of vinyl-covered metal, which rotates about 20 times a minute during wash and rinse cycles. The bottom tray, also vinyl covered, pulls out and rests on open door for easy loading. It has 20 divisions in center portion for plates, soup bowls, platters, etc. And a square silver basket fits in center of lower rack. Both upper and lower racks glide on nylon rollers. Top "Roto-Tray" can be removed by releasing a lever on top of tray carriage.

Impeller type wash cycle takes 34 minutes and consumes 6.3 gals. water. It begins with a spray rinse to clear pipes of cool water and remove food particles. One 10-minute wash uses 1½ gals. water. A ¾ gal. spray rinse and two 1½ minute power rinses each using 1½ gals. water. The drying period lasts 16 minutes.

Impeller in bottom of washer is surrounded by a 1000-watt element. Both are protected by a wire guard. Element turns on at the start of the cycle and holds water temperatures during wash and power rinse. During dry cycle fresh air is drawn into tub over the heating element by the impeller. It is fanned over dishes and out a vent located in center of backsplash.

Unit may be used separately as a plate warmer by turning control dial to "dry" setting. Cycle can be interrupted without losing wash solution, and picks up where it left off. It is also possible to rinse dishes without going through wash cycle.

Detergent cup is embossed in inner panel of door.

Has a capacity of serving six people.

Acid resistant titanium porcelain enamel tub.

Available in three units. A 24-in. free standing model with porcelain work surface. A combination dishwasher-sink, 48-in. wide has the dishwasher on the left side. Single-bowl sink has finger-tip faucet rinse and spray assembly. An under-counter, 24-in. model is also available without top for installation under a continuous work surface.



GENERAL ELECTRIC'S current automatic dishwashers are of the under-counter, drawer-type. The top-loading, well-type tub and mechanism assembly is mounted on a ball-bearing roller extension slide. It rolls out from under counter for easy loading and unloading.

New synchronous cycle-timing control mechanism, operated by a fingertip dial, makes it possible to repeat, skip or interrupt any stage in automatic cycle. It permits double washing of heavy soiled pots and pans, or fast washing of lightly soiled glasses. It also permits rinsing dishes only, without use of detergent, for once-a-day dishwashing. A 750-watt Calrod element, which surrounds the impeller helps maintain water temperatures during wash and rinse periods and provides heat for the drying cycle. This unit can also be used separately for preheating plates for serving hot food. Fingertip dial rotates as dishwasher proceeds through automatic operation. When cycle is interrupted and later restarted, the machine continues from exact moment of cycle interruption.

Red indicator light above dial glows when machine is in operation and goes out when cycle is completed.

Complete cycle takes approximately 45 minutes from "start" when motor and Calrod unit are turned on and water standing in supply lines is flushed out. It includes two 45-second power pre-rinses, a 5¼ minute wash period, three 45-second rinses and a 28½ minute drying period. Approximately 7 gals. water is used.

Drawn steel tub, white porcelain-enameled inside and out, has two ivory plastisol coated steel wire racks. Lower rack holds large items such as dinner plates, platters, pots; upper tray holds cups, saucers, small plates. A removable glassware tray fits in center of upper tray and a silverware basket fits in center of lower tray.

Detergent cup, suitable for powdered or liquid detergent, is located inside tub at top front, and releases detergent automatically during the 5¼ minute wash period.

A gasket fitted at top assures water-tight, cover-seal during operation. A molded phenolic 2-bladed impeller in tub bottom provides pulsating water action. Impeller is surrounded by a metering band which allows a uniform water flow of 1.6 gal. per minute, or about 9 pints during each 45-second fill period.

A control-timer unit with cam-operated switches controls the main-drive ⅓ h.p. motor, water-inlet valve and drain pump. Unit includes a safety water-level switch which automatically shuts off power to motor and inlet valve should valve fail to close. At the same time, it energizes the drain pump, which empties water from dishwasher into drain system.

Available in two models: UC-120, a 24-in. under-counter model, which can be installed under new or existing counter tops. A porcelain top is also available to make the UC-120 a free-standing model.

SE-120, combined with a sink is 48-in. wide, has handy storage space and door towel rack under sink, an improved one-control faucet, and drain opening to accommodate a disposer. Acid-resistant porcelain sink and work surface.

THE JAMES portable, or mobile, automatic dishwasher features a magic metering switch that measures 6 quarts water for each three fills in the washing cycle then automatically turns water off. Where water pressure is low, the metering switch automatically waits until wash chamber is accurately filled before proceeding.

"Sweep-flow" fluid brush wash action sends a solid wall of water through tub 40 times a minute from left to right and front to back, scrubbing and brushing the dishes in a recirculating process.

A total of 4½ gals. water is used in each 9½ min. operation. A micro-filter screen filters out food particles. An automatic back-flush prevents clogging.

Wash cycle includes an overhead top-spray fill, a 4-min. "Sweep-flow" wash, an overhead rinse, a second "Sweep-flow" 3-min. wash and an overhead spray rinse.

On the James Premiere models an additional preset Sterile-Dry-Cycle switch is available. The Sterile-Dry-Cycle provides an added 2½ min. power rinse. After the third overhead spray rinse the wash well is filled and an electric heater heats water to 200 degs., when a sterilizing cloud of steam spills over dishes. "Sweep-flow" starts up again and the dishes receive a 2½-min. final power rinse in the 200 deg. water. Sterile-Dry-Cycle adds from 10 to 20 minutes to the washing cycle.

Lid automatically opens after last rinse for drying.

Stainless steel, insulated wash well holds service for 6 to 8. A heat resistant, 7/32 in. plate glass top serves as a work surface.

Four dish racks include a bottom tray that straddles the "Sweep-flow" unit, and is divided near the middle—one side for large plates, the other for small ones. A removable rack extends down the middle. Two flat racks rest on the upper sides of the tub. These racks fold out of the way or can be removed.

Silver is placed in two special places in bottom rack.

Detergent is sprinkled over dishes and tub bottom.

Two hoses, one for fill and one for drain together with a faucet adapter are supplied.

Available in two models Deluxe and Premiere.

Premiere has special aerator-type faucet connection.

Cycle can be manually interrupted. Automatically adds Calgon water softener to final rinse.

Units can also be permanently installed.





HOTPOINT. Outstanding feature of the 1953 Hotpoint automatic dishwasher line is a dual detergent dispenser that automatically dispenses correct amount of detergent into the two separate wash waters included in automatic cycle.

Dispenser is controlled by gravity weight of water circulated in tub by impeller. Recessed in lower right hand corner of door, the dispenser is divided into two sections. Detergent is equally divided between the sections. Cover of dispenser is really two small tanks, open at top. One tank covers right section, and is swung in vertical position when detergent is added, then tipped back so that it covers the right section. The tank covering this part of dispenser has a small hole in bottom. During first wash the detergent in the uncovered left section is used. At the same time water from dishwasher fills both sides of cover, but slowly drains from hole on tank covering the right section. The half without the hole becomes water heavy and swings to a vertical position exposing right section exactly at time when water for second wash enters dishwasher.

Other improvements included in the new line are a "phantom drain" that completely eliminates special valves and drain water controls; Roll-R-Racks that roll out over the door, independently of each other for easy loading. Each has white plastic coating. The upper rack may be reversed end for end to accommodate extra large plates and tall glasses. A removable silverplate basket (plastic interior) fits either front corner of lower rack.

A gasketless front opening door has an interlocking switch that interrupts the cycle when door is opened. Cycle will be resumed where left off when door is closed on all QuiKonect models. On the MC-18, 19, 20 and 21 models water will drain from tub when door is opened and it is necessary to advance control to "off" and start dishwasher again.

A new food screen around water impeller prevents recirculation of food particles and speeds up draining.

Top rotary spray washes much of food soil down the drain before actual washing begins. This spray clears pipes of cold water and warms dishes in tub to have correct water temperature for wash and rinse cycles.

Bakelite impeller, centered in bottom of tub is designed with two sets of blades. One set provides proper water distribution for best washability. When motor starts it rotates impeller at 1725 rpm, so that water is picked up from bottom of tub and cascaded up, around and into the dishes. Second set of blades provides forced air circulation during drying cycle.

Water baffle underneath plate rack directs water to glasses, cups and saucers above and provides good washing action.

An 825-watt Calrod unit surrounds impeller. Maintains water temperature during wash and rinse periods and provides heat for drying period. May be used separately for warming dishes, before serving.

Washes up to 66 pieces of china plus silver service for eight.

Automatic dishwashing cycle takes approximately 50-min. and uses a total of eight gals. of water. Operation cycle includes a 45-second spray, two 5-min. washes using 6 qts. water each time, and two one-minute rinses each in 6 qts. of water. After water drains out a 30 minute drying period includes 20-minutes when impeller acting as fan circulates warm air radiated from Calrod unit. Final 10 minutes is drying with heat only. The drying cycle may be omitted, if desired.

The tub is finished in acid-and-stain resistant porcelain enamel; the motor a ¼ h.p. motor.

Line includes four 48-in. combination-sink, two 27-in. free-standing, and two 27-in. under-counter models for standard plumbing connections or with pump (QuiKonect). Sink models have high backsplasher, Wonderflo faucet, and provision for garbage disposer.



CORY's Matic Maid dishwasher is portable. It fits on the drainboard of any sink and weighs 25 lbs.

Two racks hold a service for four, or 61 pieces of china, glass and silver.

Wash and rinse is manually controlled. After detergent has been sprinkled on dishes the cover is placed over dishes. Motor shaft in cover is placed in contact with shaft of pump in tub and handles are matches up for proper cover fit. Hot water is run into tub until water level is at center of the water gauge. Motor is turned on and after a 5 minute wash the drain valve is opened to allow used water to run into sink. With drain open hot water is turned on again to permit hot, clean water to flush loose particles out of machine. After closing drain the machine is refilled with hot water rinse. After a 5 minute rinse the motor is again turned off, drain opened and cover lifted off to permit dishes to air dry.

Two hoses – one for fill and one for drain.

Rubber fill hose is designed to fit on most faucets.



CRIBBEN & SEXTON's Universal "dishwasher-in-a-range" incorporates the James Mobile automatic dishwasher unit, (described more fully under James in this article) in a Universal gas range, without sacrificing floor or counter space.

Features of the dishwasher include portability, Sweep-Flow wash action, water softener automatically added to final rinse, radiant heat drying, over 100 piece capacity and stainless steel interior. Two hoses attach to any hot water faucet, sink or drain.

Range features include an electric automatic clock with separate 4-hour timer, smoke-proof broiler pan and grid, Charco-grilled radiant screen for broiling, automatic gas ignition for oven and broiler, simmer-save burners, interior oven light, fluorescent lamp with fluted glass shade and Fiberglas insulation.



UNIVERSAL'S 1953 Uni-Matic dishwashers are top opening and top loading. They feature a built-in electric hot water tank with 2-gal. capacity. A 1250-watt immersion type unit thermostatically holds water temperature at 180 degs. F. for washing and rinsing.

A plastic impeller provides a whirl-scrub wash and rinse action, and forces air over dishes during the drying period.

Washing cycle consists of one wash and one rinse. 1½ gals. 180 deg. water is used for washing. Another 1½ gals. is used for rinsing. A total of 3 gals. water is consumed in a complete cycle, which lasts 30 minutes. The cycle can be reduced by turning dial on backsplash clockwise.

An illuminated crystal on dial plate indicates when machine is in operation. Safety lid lock prevents lid from being opened during the wash and rinse cycle. Lid opens automatically at the beginning of the dry cycle. A button on control panel controls lid opening when machine is not in operation.

Self-cleaning tub has no screens or strainers to clean. Instantaneous drain valve, and a flush drain action prevents food particles from being deposited in tub.

Holds a complete service for from six to eight. Removable white vinyl covered racks. Lower rack holds large plates, platters, etc., upper rack holds cups, glasses and small pieces.

Detergent is poured in center of impeller.

Available in two models, a 24-in. free standing model, and a 48-in. combination dishwasher-sink with porcelain enamel sink, chromeplated swinging spout and provision for a garbage disposer.



WESTINGHOUSE 1953 line of Roll-Out WashWell dishwashers are of the front opening, top loading type. The WashWell slides in and out like a drawer for easy top loading, at the same time maintaining unbroken work-surface.

The line includes three models requiring installation plus a new portable.

Single operating control on front of tub is protected by a chrome visor-type cover. Control opens dishwasher, sets automatic timer in operation. Timer controls flow of water, operation of impeller, drain pump and Corox heating unit, and automatically shuts off when cycle is completed.

Automatic four-part cycle includes a spray rinse to flush cold water from pipes and remove food particles from dishes, a five minute wash period during which detergent is dissolved and dishes are washed in 7 qts. water; and two power rinses using 7 qts. water each. Impeller stops during drain out after each period. Total wash and rinse time takes approximately 14½ minutes. After second rinse a 950-watt Corox element comes on for a 22½ minute drying period, during which heat from element is circulated around dishes by impeller. Signal light glows when element is on.

A total of 7 gals. water is used for each complete cycle, which takes about 37 minutes. Holds complete service for eight.

Washing and rinsing action is controlled by impeller with two die-cast aluminum blades. Impeller has 1/6 h.p. 1725 rpm motor. Blades are pitched to spray water vigorously and evenly. Circular water diverter above impeller directs part of water to top rack. Centrifugal type drain pump with Neoprene blades has ⅓ h.p. motor. Single drain connection, easy to install.

Top and bottom dish racks and silver basket covered with Plastisol. Wire mesh detergent cup. Top rack holds cups, saucers, glasses and stemware up to 7 in. tall. Bottom rack is loaded by removing center section of top rack. Plates 11-in. diam., and large pots fit on this rack.

Tub and counter work surface of heavy gauge steel with acid resistant porcelain enamel.

Models include a 48-in. dishwasher-sink combination, a 24-in. free standing cabinet model, and a 24-in. under-counter model for installation under existing counters.

Portable model is exactly the same as the installed models except that it has hose connections to faucet and an electric cord stored in back. Free swinging casters with hard composition rollers make it easy to swing to sink for washing and roll out of the way when not in use. It is also easily converted into a permanently installed model, by removing casters and making a few minor changes.

All models have white Dulux cabinet with new bowed front panel design.



KITCHEN AID's 1953 automatic dishwasher line features a front opening, front loading, drawer-type machine with independent sliding racks.

Employs the Hobart revolving wash and rinse action, which consists of a revolving wash arm with 6 jet openings. The two openings located at each end of the arm are set at an angle so that the water surging from the openings causes the arm to revolve at approximately 60 rpms. The other four openings are set horizontally and cause an overlap of the fan-shaped water pattern which provides a solid wall of working water.

Wash and rinse water is contained in a 2⅓ gal. sump. The water level of the sump is below level of front-opening door, eliminating possibility of leakage through door.

The pump, built as an integral part of the motor, forces the 2⅓ gal. wash water from the sump through the wash arm at the rate of 40 gals. a minute for a five minute wash. At the end of the wash cycle water is automatically drained out of wash chamber and sump. Sump is automatically refilled, and another 2⅓ gal. of water is pumped through revolving wash arm for the first one minute rinse. After a second one minute rinse, an 1000-watt heating element outside wash chamber and a small blower fan turns on automatically. Complete wash and rinse cycle takes 11½ minutes. Automatic drying takes 23½ minutes. A total of 7 gals. water is used for one complete washing period. Machine holds service for from six to eight people.

Interlocking switch on door prevents machine from starting until door handle is in "locked" position. Cycle can be interrupted and action suspended to add a forgotten item. Cycle automatically resumes at point where it was interrupted. Jewelled light glows when machine is in operation.

Plates can be warmed independently by pressing switch and advancing manual control knob to "dry or plate warmer" position and closing door.

The auxiliary manual control revolves slowly during operation. Calibrated dial indicator on manual control shows progress of operation at all times. Drying time can be increased or decreased by turning knob of manual control.

Chromeplated racks, upper and lower, glide in and out independently for loading, and it's not necessary to remove either rack or any part thereof to load machine. Upper rack is adjustable to two positions. Also included is a separate, removable, three-section silver basket.

Detergent is sprinkled on inside surface of door.

Self cleaning, strainer wash action screens food particles from wash water and washes them down drain at end of wash period.

Available in two 24-in. units, KD-20 free standing model with porcelain enameled top and backsplash and KD-10, built-in model for under counter installation in existing cabinets.

A 48-in. dishwasher-sink combination No. KD-30 is also available.

DETERGENTS

Made Modern Dishwashers Possible

After years of research they've been developed to the point where they both remove soil and prevent the formation of curds and film, but it is still important that dealers and their customers know which ones work best in what machines and under varying local conditions

WHILE today's electric dishwasher has reached a high degree of mechanical perfection in doing a job of removing food soil and bacteria from dishes, glassware and silverware, the dishwasher can do this job satisfactorily only when aided by two important ingredients—an efficient detergent and an adequate supply of hot soft water.

Two types of forces are used to remove soil in the automatic dishwasher: (1) the mechanical force which swirls hot water against all surfaces within the dishwasher with terrific impact—this does the major soil removal job—and (2) the physical-chemical action of a good non-sudsing detergent which hastens penetration and softening of dried-on foods, dissolves greases, and suspends both grease and food particles into an emulsion which can be easily washed down the drain after the wash cycle. The efficient detergent will also tie-up hard minerals (calcium and magnesium).

Finally, to insure sparkling clean tableware, free from film or discoloration, an adequate supply of soft water at tub temperature of from 140 to 160 degs. F. is needed.

Early Detergents

A great deal of early dissatisfaction with automatic dishwashers can be traced to the fact that early detergents used in dishwashing machines were simple alkalis such as trisodium phosphate, sodium silicate or sodium carbonate. Although these simple alkalis showed reasonably good soil removal, they tended to form insoluble calcium or magnesium curds, even in moderately hard water. This resulted in a gradual accumulation of unsightly film on the machine as well as on the glasses and dishes.

One of the original detergents used in household dishwashers was Soilax made by Economics Laboratory, Inc., St. Paul, Minn. It was adopted as a standard detergent for household dishwashing by Walker Dishwasher Co. in 1925. Conover and other companies soon followed. Soilax was originally a commercial dishwasher compound sold to restaurants, hospitals and institutions starting in 1923.

In 1932, when the new industrial chemical Calgon (a water softener or conditioner) made by Calgon Inc., Pittsburgh, Pa., attracted the attention of the dishwasher industry, Dr. R. E. Hall, inventor, was approached by a group seeking a solution to the problem of sticky film which formed on glasses and dishes in hard water areas. A fellowship to study this problem was set up by Calgon, Inc., at the Mellon Institute, under Dr. Hall's guidance, and two years later, in 1934, a new kind of detergent, a low-foaming powder, designed especially for automatic dishwashing, called Calgonite, was conceived. Sodium hexametaphosphate (Calgon) was mixed with the simple alkalis to tie-up the hard minerals, (calcium and magnesium) preventing curds and precipitates from forming in hard waters.

For some years thereafter Calgonite was the standard detergent recommended for home dishwashing machines.

During these years continuous research resulted in improvements and refinements in the original Calgonite formula, resulting in greater detergency, lessened corrosiveness, and greater safety to overglaze china decorations.

Research in other laboratories was also being carried on. At Economic Laboratory, research resulted in the use of a new water conditioning agent called sodium tripolyphosphate which prevented film formation in hard water and gave excellent detergency. It also gave a non-caking product. This packaged product was marketed for home dishwashers starting in 1937 under the name Super Soilax Heavy Duty. An improved formula was introduced in 1946 and the product was renamed Electrasol.

Chat, a liquid synthetic introduced by Antara Chemicals Div. of General Aniline & Film Corp. in 1948, is a radically different formula from the polyphosphate-alkali mixtures, Calgonite and Electrasol. Chat is the result of research conducted at General Aniline & Film Corp., Easton, Penna. The objective of the research was to find if possible a better corrective to filming caused by the redepositing of soil from wash and rinse waters. The basic ingredient in Chat is a synthetic, Igepon CN-42, a low-foaming organic agent that acts on the surfaces of the tableware. In some water areas Chat promotes fast drainage of water from dishes and glasses, and cuts down water spotting, and redepositing of soil.

"All," recommended by several manufacturers for use in their machines is made by Detergents, Inc., Columbus, O. It is a highly regarded non-sudsing detergent for automatic laundry machines. It has considerable acceptance for home dishwashers. In the instruction booklets of four of the leading dishwasher manufacturers "All" is recommended for use in their machines.

Calgonite and Electrasol are recommended by eight of the twelve automatic dishwasher makers in the field today. (The other four name no particular detergent brand.) The newer Chat is gaining in acceptance, with about six dishwasher makers listing it along with Calgonite and Electrasol in their recommendations.

What's New in Detergents

Latest developments in dishwasher detergents are the chlorinated formulations such as Finish and Thanx.

(*Continued on page 124*)

Comparative Hard Water Areas of the United States



NEARLY 85 PERCENT of the U. S. has water of over three grains hardness—which, without benefit of treatment, is too hard for efficient household usage.

DISHWASHER SALES, 1947-1952
(Motor Driven)

Year	Number Sold	Average Price	Retail Value
1952	175,000**	$300	$52,500,000
1951	260,000	300	78,000,000
1950	230,000	290	66,700,000
1949	160,000	275	44,000,000
1948	225,000	275	61,875,000
1947	120,000	250	30,000,000

**Revised

SALES OF ELECTRIC DISHWASHERS, 1951-1952
(in monthly percentages)

	Manufacturers				Retail			
	1951		1952		1951		1952	
January	(2)	10.41%	(2)	11.04%	(7)	8.95%	(12)	6.05%
February	(4)	9.88	(7)	6.94	(2)	10.49	(11)	6.18
March	(1)	14.84	(11)	6.16	(3)	10.45	(9)	7.88
April	(3)	10.20	(6)	6.95	(5)	9.08	(8)	8.07
May	(6)	9.53	(12)	6.08	(9)	6.64	(7)	8.20
June	(7)	9.46	(10)	6.29	(11)	5.39	(10)	7.43
July	(10)	5.44	(1)	12.07	(12)	4.90	(1)	11.04
August	(12)	3.26	(3)	10.88	(10)	6.19	(6)	8.21
September	(9)	5.45	(4)	10.47	(8)	7.44	(3)	9.65
October	(5)	9.80	(5)	9.65	(1)	11.68	(2)	9.83
November	(8)	7.05	(8)	6.87	(4)	9.72	(4)	8.73
December	(11)	4.68	(9)	6.60	(6)	9.07	(5)	8.73
Total		100%		100%		100%		100%

(Prepared by Electrical Merchandising from unit figures compiled by the National Electrical Manufacturers Association)

The Market Is Unlimited

Changes in income levels and living habits since the war show that people have the money to buy dishwashers and a desire for the service they perform. What's needed is education and a sales job

DESPITE all enthusiastic and promotional protestations to the contrary, the dishwasher has not yet arrived as an appliance which most women want. A saturation of three percent and sales which have never exceeded 260,000 in a single year are ample evidence that housewives have not been convinced that the dishwasher, in terms of labor and time saving, is worth what it costs.

Thousands of women who, economically at least, are good dishwasher prospects mistakenly believe that you have to rinse dishes before you can put them in a dishwasher, that they have to be laboriously and carefully placed just so, that a dishwasher will not remove congealed fats or clean pots and pans, that, in effect, it is just as easy to do the dishes by hand. No wonder, then, that although housewives in a Hotpoint survey put dishwashing at the head of the list of disagreeable jobs, the machine that will do the job for them is only fifth on their list of preferred appliances.

The fault, of course, is not all with the housewife. Up until recently the burden of education rested on too few manufacturers. Alone, and with dishwasher promotion budgets that were small in comparison to their outlays for bread-winning products like refrigerators, they could not hope to

(Continued on next page)

ESTIMATED 1952 DISHWASHER SALES BY STATES
Compared with State Breakdown of Wired Homes and U.S. National Income

	1952 Dishwasher Sales		Wired Homes	National Income	Dishwasher Sales vs.	
	Units	% of U.S.	% of U.S.	% of U.S.	Wired Homes	Nat. Inc.
Maine	663	.39%	.66%	.49%	— .27	— .10
New Hampshire	425	.25	.45	.30	— .20	— .05
Vermont	136	.08	.27	.21	— .19	— .13
Massachusetts	3,791	2.23	3.29	3.33	— 1.06	— 1.10
Rhode Island	544	.32	.56	.53	— .24	— .21
Connecticut	3,366	1.98	1.47	1.69	+ .51	+ .29
New England	**8,925**	**5.25**	**6.70**	**6.55**	**—1.45**	**—1.30**
New York	18,819	11.07	10.05	12.54	+ 1.02	— 1.47
New Jersey	8,891	5.23	3.53	3.57	+ 1.70	+ 1.66
Pennsylvania	12,886	7.58	6.79	6.92	+ .79	+ .66
Mid. Atlantic	**40,596**	**23.88**	**20.37**	**23.03**	**+3.51**	**+ .85**
Ohio	10,166	5.98	5.46	5.93	+ .52	+ .05
Indiana	2,465	1.45	2.82	2.70	— 1.37	— 1.25
Illinois	6,868	4.04	5.72	6.81	— 1.68	— 2.77
Michigan	5,134	3.02	4.47	4.72	— 1.45	— 1.70
Wisconsin	1,717	1.01	2.46	2.33	— 1.45	— 1.32
E. N. Central	**26,350**	**15.50**	**20.93**	**22.49**	**—5.43**	**—6.99**
Minnesota	2,499	1.47	2.17	1.76	— .70	— .29
Iowa	1,853	1.09	1.80	1.61	— .71	— .52
Missouri	6,443	3.79	2.64	2.53	+ 1.15	+ 1.26
North Dakota	357	.21	.38	.35	— .17	— .14
South Dakota	255	.15	.40	.43	— .25	— .28
Nebraska	1,156	.68	.88	.82	— .20	— .14
Kansas	1,037	.61	1.36	1.17	— .75	— .56
W. N. Central	**13,600**	**8.00**	**9.63**	**8.67**	**—1.63**	**— .67**
Delaware	459	.27	.24	.29	+ .03	— .02
Maryland	1,343	.79	1.48	1.55	— .69	— .76
District of Columbia	6,035	3.55	.39	.93	+ 3.16	+ 2.62
Virginia	2,380	1.40	1.88	1.65	— .48	— .25
West Virginia	1,054	.62	1.17	.93	— .55	— .31
North Carolina	1,377	.81	2.60	1.75	— 1.79	— .94
South Carolina	986	.58	1.20	.89	— .62	— .31
Georgia	2,907	1.71	1.94	1.63	— .23	+ .08
Florida	3,434	2.02	1.92	1.59	+ .10	+ .43
S. Atlantic	**19,975**	**11.75**	**12.82**	**11.21**	**—1.06**	**+ .54**
Kentucky	969	.57	1.67	1.30	— 1.10	— .73
Tennessee	4,029	2.37	1.95	1.50	+ .42	+ .87
Alabama	1,156	.68	1.69	1.19	— 1.01	— .51
Mississippi	782	.46	1.05	.72	— .59	— .26
E. S. Central	**6,936**	**4.08**	**6.36**	**4.71**	**—2.28**	**— .63**
Arkansas	731	.43	1.05	.73	— .62	— .30
Louisiana	3,043	1.79	1.54	1.30	+ .25	+ .49
Oklahoma	2,924	1.72	1.46	1.13	+ .26	+ .59
Texas	10,285	6.05	4.85	5.05	+ 1.20	+ 1.00
W. S. Central	**16,983**	**9.99**	**8.90**	**8.21**	**+1.09**	**+1.78**
Montana	561	.33	.40	.43	— .07	— .10
Idaho	612	.36	.42	.33	— .06	+ .03
Wyoming	204	.12	.19	.21	— .07	— .09
Colorado	2,686	1.58	.95	.93	+ .63	+ .65
New Mexico	357	.21	.41	.39	— .20	— .18
Arizona	1,258	.74	.47	.51	+ .27	+ .23
Utah	1,292	.76	.45	.39	+ .31	+ .37
Nevada	476	.28	.11	.16	+ .17	+ .12
Mountain	**7,446**	**4.38**	**3.40**	**3.35**	**+ .98**	**+1.03**
Washington	5,627	3.31	1.68	1.77	+ 1.63	+ 1.54
Oregon	3,400	2.00	1.09	1.07	+ .91	+ .93
California	20,162	11.86	8.12	8.94	+ 3.74	+ 2.92
Pacific	**29,189**	**17.17**	**10.89**	**11.78**	**+6.28**	**+5.39**
UNITED STATES	**170,000**	**100%**	**100%**	**100%**	....	....

Compiled by Market Analysis Department, ELECTRICAL MERCHANDISING, from Data Supplied by Leading Manufacturers.

correct all the misconceptions and the holdover prejudices.

New Forces At Work

But the situation is different today —in this and in many other respects. Where in 1946 there were, according to the Electrical Merchandising Directory of Manufacturers, eight producers of dishwashers, today there are fifteen, plus three makers of water-powered units. Product marketing emphasis itself is undergoing changes beneficial to the dishwasher. In 1946 through 1949 and 1950 makers were putting all their available materials, energy and money in the big demand appliances, but today some of these same firms, faced with enlarged productive capacity, saturated markets and tougher competition, are looking for new fields to conquer.

Added to this increase in both the number and the interest of manufacturers are factors working in the dishwasher's favor which were inoperative or insignificent in the immediate post-war years.

First is the product itself—a vastly improved, efficient machine that will do the job claimed for it. It *will* save time; it *will* save work; it *will* improve sanitation; it *will* wash and (a fact often neglected in promotion) dry the dishes. In fact, a more accurate name for today's machine might be the automatic dishwasher-dryer.

Second are the changes in American economic levels and living habits. Back in 1935 only 11 percent of the working population had incomes of $5,000 or more. In 1951 the figure was 21 percent (in dollars of the same value). The factory worker who got $23.86 a week in 1939 and $43.82 in 1946 received $67.90 in 1952.

Look, for a moment, at the changes in the ranks of household labor. Just before the war there were 2,078,000 people in full-time domestic employment. By 1950, says the Department of Commerce, this had declined to 1,457,000, a 30 percent drop even without considering an increase in the number of families. And, in fact, many of those who still work as domestic servants today require the assistance of an electric dishwasher as a condition of employment. The lure of better pay in commerce and industry which drew all of these people out of household jobs has also affected part-time domestic workers, as a result of which many thousands of women formerly used to maid service today face the dirty dishes themselves.

The intangible, unmeasurable changes in living habits are all in the dishwasher's favor. Include among these the increase in leisure hours and the desire for leisure, as evidenced by the burgeoning acceptance of other labor-saving and comfort-making appliances and the interest in easy-to-clean housing.

More Homes, More Markets

The doubling-up and crowding which kept many families out of the appliance market in the early post-war years is fast being eliminated in a home building rush that started with the construction of 590,000 one-family, non-farm homes in 1946, jumped to 740,200 in 1947, 766,600 in 1948, 794,300 in 1949, 1,154,100 in 1950, 900,100 in 1951, and 942,500 in 1952—a total of 5,891,800 new homes in seven years.

Yet dishwashers are in only 1,253,000 out of 42,306,600 wired homes.

Obviously, for the dishwasher industry the days of greatest sales lie ahead. Moreover, industry interest and optimism, an example of which is Hotpoint president John Sharp's prediction of 600,000 units a year by 1960, almost guarantee that the day of wide acceptance is not far off.

To realize this goal, some of the patterns of dishwasher sales will have to change, but the patterns of the past are the only criteria in planning for the future.

Such a pattern is the fact, turned up by Hotpoint research, that most present dishwasher owners are white collar workers—which, in view of the appliance's limited sales and $300 average price, is completely understandable.

Regional Markets

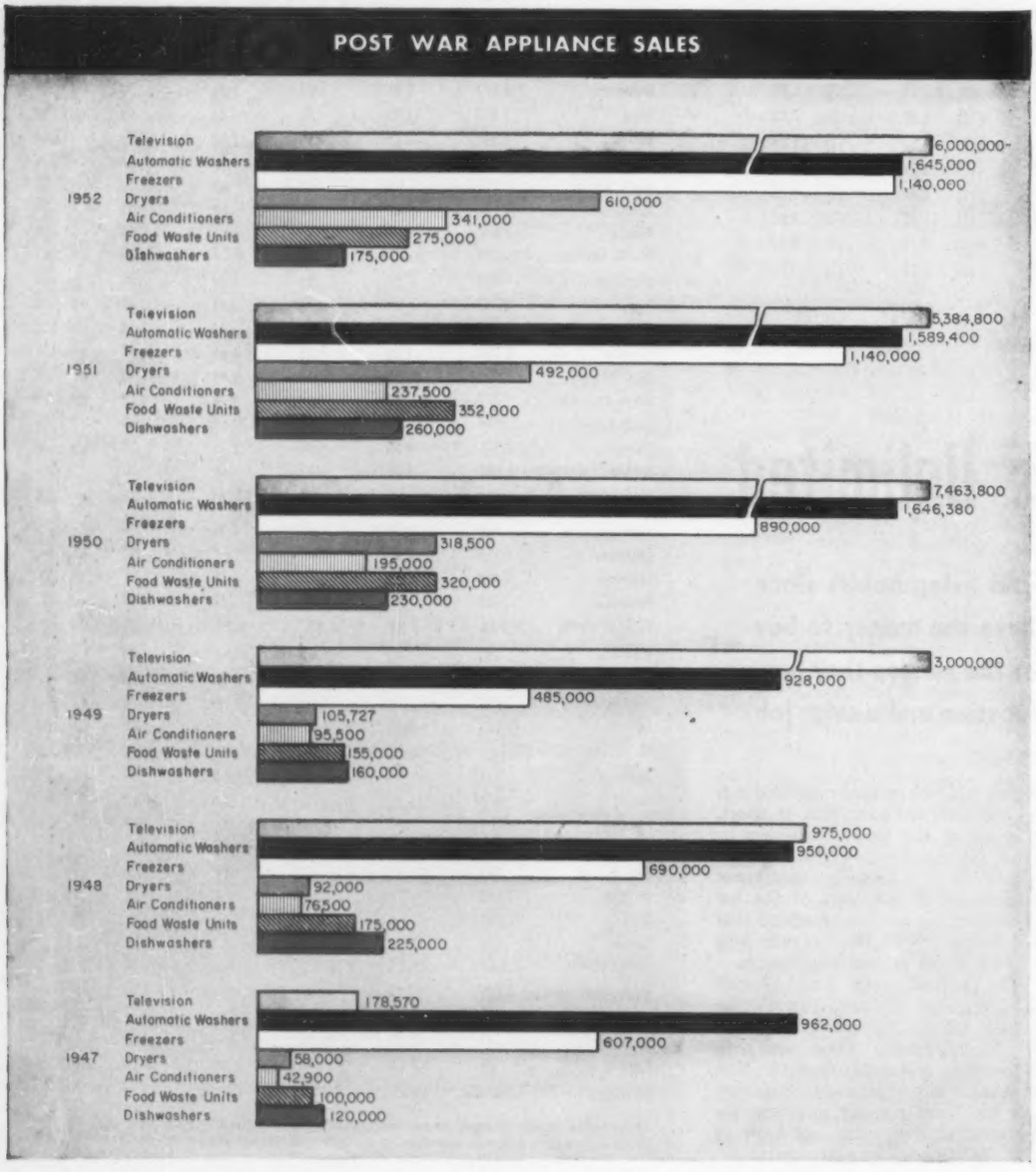
According to research by the same company, recent sales broke down geographically, as follows:

Northeast	37.8%
Southeast	12.0%
Southwest	8.5%
Midwest	22.4%
Far West	19.3%
	100.0%

About 87 percent of its sales, says Hotpoint, are made in towns of between 2,500 and 50,000 population.

A further breakdown into sales by states for 1952, as compiled by this publication, is shown in the table on page 85. Here it is clearly evident that the Middle Atlantic states (New York, New Jersey and Pennsylvania), with 23.88 percent of national sales, are a far better market than any other area. New York alone accounts for 11.07 percent of sales, second only to California's 11.86 percent, the biggest share of the 17.17 percent scored by the Pacific states (Washington, Oregon, California).

The third best region was the East North Central area (Ohio, Indiana, Illinois, Michigan, Wisconsin with 15.50 percent of the national market. Fourth was the West South Central area with 9.99 percent, followed by the seven West North Central states with 8.0 percent. At the bottom of the list are the East South Central states (Kentucky, Tennessee, Alabama, Mississippi) with 4.08 percent



—a showing that indicates economic factors have, up until now at least, outweighed sales efforts. In Chattanooga, for example, only 261 units were sold in 1952 and in Knoxville 129 units were sold in 1951 and 75 in 1952. Fortunately, this situation does not obtain throughout the South. New Orleans, for example, sold 1,053 units in just the first ten months of 1952 and 1,343 in only nine months of 1951.

Sales Versus Potential

The best regions in terms of quantity are not always the best in relation to percentage of wired homes and national income. The East North Central States, for example, which placed third in quantity sales during 1952 are the poorest market in the nation with respect to proportion of wired homes and national income. (See the table, Estimated 1952 Dishwasher Sales by States). The East South Central region, which is badly off in percentage of U.S. sales and in sales in proportion to wired homes does not do badly at all with respect to its share of the national income—indicating that, despite economic handicaps, consumers here want dishwashers and dealers are doing a better than average job of selling them.

The Pacific States, which run second to the Middle Atlantic States in terms of quantity, lead the race when it comes to sales per wired homes and in proportion to its share of the national income. The best individual market of all turns out to be the District of Columbia, which, with 3.55 percent of 1952 U.S. sales, managed to sell far above its share of wired homes and national income.

A study of the table will reveal to dealers how well their states are doing in relation to other states and will show in what areas sales are exceeding or falling short of the sales effort and public acceptance necessary to make a good showing.

A Mass Market Appliance

Despite the low sales attained by some areas with relatively small per capita incomes, and the past importance of economic factors in dishwasher volume, the trend is more and more toward mass acceptance.

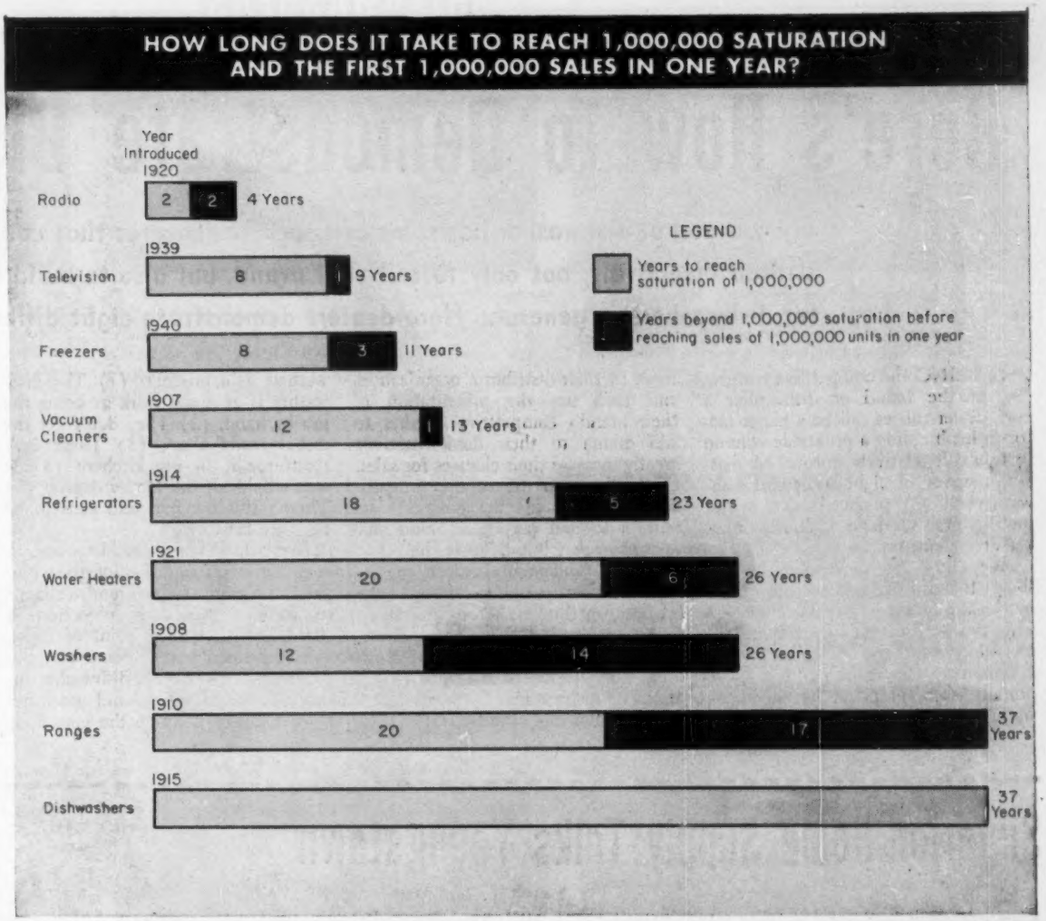
According to Hotpoint figures for 1950 (EM, p. 210, Jan. 1951), 73.7 percent of their dishwasher sales went to homes valued at $15,000 and under and 28 percent of total sales were made to homes in the very low valuation range of $4,000 to $6,000. This in itself is abundant evidence that the dishwasher is not a class appliance. The hard to face but harder to dodge conclusion is that selling just has not been intensive enough to realize the dishwasher's potentialities.

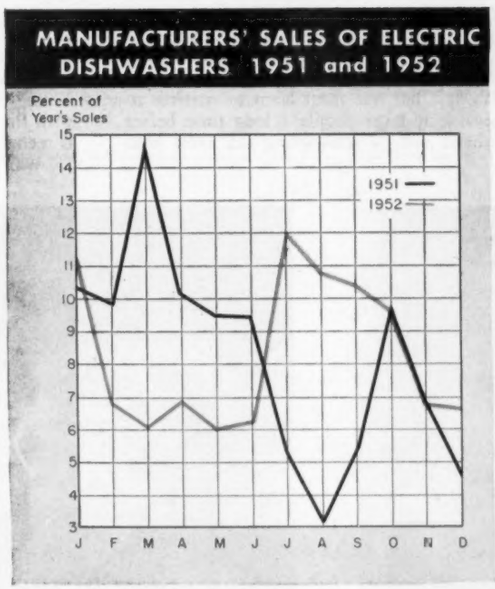
Seasons Don't Count

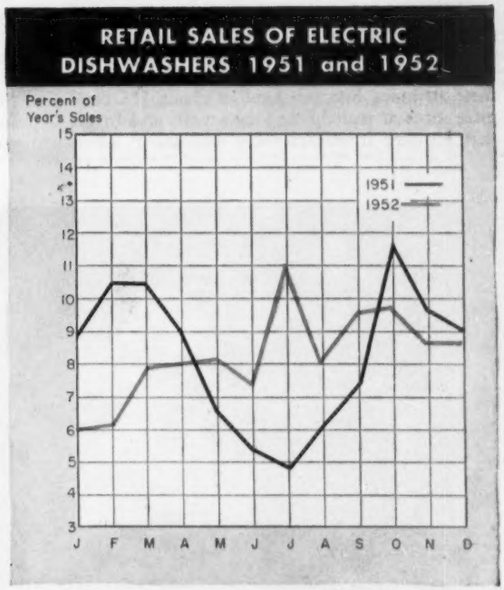
So far, the appliance has not sold in volume enough and the postwar years have not been "normal" enough to reveal pronounced seasonal sales characteristics. A pre-war average drawn by Hotpoint shows sales highest in the first three months of the year, going from about nine percent of the annual total in January to 11 percent in February and 12 percent in March, declining steadily to about 7.5 percent in May, spurting upward to nine percent in June and then proceeding on a course of minor ups and downs until rising to approximately eight percent in December.

In 1951 and 1952, according to this magazine's statistics, there is very little correlation. For example, manufacturers' sales hit a high in March of 1951 with 14.84 percent, but in 1952 their big month was July with 12.07 percent and March was the second worst month in the year with 6.16

(*Continued on page 134*)







Here's How to Demonstrate Dishwashers

Every brand of dishwasher has some competitive features that can be demonstrated effectively, not only to sell that brand, but also to build acceptance for dishwashers in general. Here dealers demonstrate eight different makes

SELLING the competitive features of the brand of dishwasher a dealer carries can be a major factor in his building a profitable volume in this still relatively untouched market, a survey of eight successful dishwasher-selling appliance dealers in the metropolitan Oakland, California market area indicates.

Any check on dishwasher owners shows that the biggest decision made by the family was to buy a dishwasher, with the decision on brand definitely secondary. So the dealer and the salesman who learn the well organized product story prepared by the dishwasher manufacturers and brought to them by their distributor organization, and then use the presentation of their brand's competitive features to add drama to their demonstrations greatly increase their chances for sales. Obviously, such use of the competitive features holds the prospects attention to that particular brand and to that dealer, but there is the other and more fundamental reason:

Dishwashers need a "punch" to break down the very strong resistance that has kept saturation so low. Every dealer reader will recognize that more often than he meets resistance to his brand of dishwasher, he meets some of the following objections to dishwashers as a product: (1) The dishwasher is as much work as doing the job by hand; (2) They don't get the dishes really clean; (3) There isn't room for it in my kitchen; (4) It won't hold all the family dishes; (5) There's still the pots and pans to be done by hand, etc.

Every dealer in dishwashers has, in a dramatic presentation of the competitive features of his brand, a chance to break down each objection—a chance to make each point of resistance become a sound reason why the prospect should have a dishwasher instead of continuing hand washing. How it can be done on the sales floor is seen in the following photostory in which these eight successful Oakland, Calif. dealers show how they present several of the competitive features of the brands they carry, as part of their selling program. The competitive features demonstrated for ELECTRICAL MERCHANDISING by these dealers in some cases represent a few of the major sales points of the manufacturers, some features are not exclusive to the brand, other points are those developed by the dealers through personal experience and success—but all are sound presentations in salesmen's language, designed to make the prospect want a dishwasher.

Superior Home Supply Talks Youngstown

Superior Home Supply Co., with stores in San Francisco and Oakland, is a "kitchen and remodeling merchandising contractor". Owners Herman and Joe Slausky say that extra emphasis should be put on the word "merchandising", and there seems to be considerable justification for their attitude. Superior handles about 175 complete kitchen remodeling jobs a year, and to get that business it utilizes every medium of advertising, promotion and selling. Television in particular has proven to be an effective producer of leads for kitchen remodeling. "The visual presentation of what we can do to make modern efficient kitchens exist in homes that are sometimes as old as 75 years, gets excellent acceptance," says Joes Slausky, "but one must learn to wait for results because it takes people a long time before going ahead with a remodeling job even after they've decided to do it and decided on the contractor to hire.

Superior sells about 50 automatic dishwashers a year—averaging one for every 3½ remodeling jobs. How that concern's Oakland sales manager, Nat Ranzer presents the competitive points of the Youngstown automatic dishwasher, and ties it in with the prospects interest in kitchen remodeling is seen here.



1. This is the "jet tower" that you get only in a Youngstown automatic dishwasher—it has 64 openings that send out fast streams of water right against your dishes like this, knocking off every particle of food, Nat Ranzer, sales manager of Superior Home Supply, Oakland, shows a prospect.



2. You know that really clean dishwashing needs plenty of hot water, and you are certain of it with a Youngstown. Here in this 2½ gal. tank the water is boosted to 180-deg. for both washing and rinsing—and this Youngstown Jet Tower dishwasher uses only 7 gals. of water.



1. Left hand loading of the dishwasher in the Crosley sink combination is a competitive feature you should emphasize, says salesman Jack Hightower of distributor, California Electric Supply Co., as he briefs owner Drummond and economist Barbara Rae at Drummond's, Oakland.



2. This revolving rack on the Crosley dishwasher gets all the dishes through the cleaning water—large dishes below can't keep the water from hitting the dishes on top, which might happen if the rack was stationary, economist Barbara Rae demonstrates to a prospect in Drummond's auditorium kitchen.



3. This special plastic impeller designed by Crosley to give the water a swirling motion makes it hit every part of the dishwasher. While it uses only a little over 6 gallons of water, the impeller sends this water over the dishes at the rate of 50 gallons a minute, Miss Rae says.

Drummond's Shows Crosley

One of the most active merchandisers of appliances in northern California is Drummond's, Oakland. Heavy user of newspaper advertising, it also uses more television time than probably any other independent dealer in the area.

But, logically enough, it's biggest success in merchandising kitchen appliances is now coming from the use of a complete working kitchen managed by a full-time home economist. With Miss Barbara Rae, former Crosley west coast home economist, in charge of the programs, Drummond's carries on a continuous series of cooking schools and demonstrations for women's groups.

Drummond's sold nearly 25 automatic dishwashers in 1952, although the heavy promotion on kitchen appliances was not started until late in the year. How the competitive points of the Crosley automatic dishwasher are brought to Drummond's staff, and how Miss Rae features these points to a prospect in the store's complete kitchen, is also seen.



4. Pots and pans? No trouble at all in the Crosley dishwasher, Miss Rae replies to prospect's doubt. She shows how the top rack slips out easily to make room for the pots and pans directly facing the swirling force of the cleaning water.



5. Perfect control of your dishwashing is yours with a Crosley. Of course, it is completely automatic for the full operation, but a Crosley feature here lets you reset it anytime, do the dishes over, or skip part of the action, as Miss Rae shows the prospect.



3. Think of it—in only 9½ minutes the Youngstown automatically does one of your nastiest jobs, work that might take you nearly an hour. And remember that your hands won't be soaking in sudsy water any more, says Ranzer, who points out that this fast action is important to a family.



4. When you buy a Youngstown Jet Tower dishwasher you have something from the world's largest manufacturers of steel kitchen cabinets, so you know that it is built right and designed to fit perfectly into your kitchen, Ranzer tells the prospect, using a manufacturer's display sheet.



1. Never forget that the Apex Dish-A-Matic originated the idea of having a built-in electric water heater. Tell prospects that it heats the water to 180-deg., the temperature demanded by law for dishwashers in restaurants, says salesman Art Ellwein to Mike Losser, manager, and Eddie Parker, salesman.



2. You'll want a dishwasher that's plenty strong enough to do the big jobs you give it—and that's why the Apex Dish-A-Matic has this giant 8-in. impeller and a ⅓ hp. motor. It'll whirl 1½ gals. of hot water with a force that'll scrub your dishes really clean, salesman Parker explains.



3. Of course, you want to get the dirt and food particles away quickly and thoroughly—so the Apex Dish-A-Matic has a big 8-in. drain right under the impeller. In less than 4 seconds every bit of wash water and waste drains out—no chance for waste to float to the surface or cling to the side.

General Appliance Demonstrates Apex

One of the best known full line appliance dealers in northern California is General Appliance Co., Oakland. There is a majority in the industry that believe that for pure functional beauty, there is no better looking store on the west coast. Owned by John Rigianti, General Appliance Co. has the same name but no connection with the equally well known appliance operation of Carl Hagestrom across the Bay in San Francisco.

As well as being good looking, the General Appliance Co. is a successful merchandiser of appliances—particularly dishwashers. For some reason, this concern does not fit the pattern of dealer selling of dishwashers—its biggest market for its lines of Apex, Hotpoint and Westinghouse dishwashers is neither the tract home nor the remodeled home. Manager Mike Losser reports that at least 75 percent of the 33 dishwashers a year being sold by General Appliance go into new homes being built by individuals.



4. You get flexibility with the Apex Dish-A-Matic—these baskets for silverware, for example, can be loaded on the counter, then placed inside. You can use one or two, depending on your needs. And you have a choice of where to place the baskets, depending on your arrangement of dishes, Parker points out.



5. Your dishes dry spotless—and quickly, too, in the Apex Dish-A-Matic because during the drying cycle the cover opens and the impeller forces warm air up over the dishes, like this, picking up the moisture and taking it out of the machine. Then, when the drying is complete, it shuts itself off.

Feehan Plumbing Plugs American

A beautiful new showroom extension that will add about 500 sq. ft. more display space for its lines of American Central, Apex, and newly-acquired full G-E line is about to get underway at Feehan Plumbing & Heating Co., in the City of Alemeda next door to Oakland. In itself this is evidence that Feehan's is classified well among the merchant plumbers. Other evidence is in his phone bill—his bill of about $57 for space he uses for various listings in the classified directory is large for a comparatively small operation.

Feehan's market for dishwashers is in both new homes for individuals and in remodeling. Tract homes are seldom a potential for dishwasher and other kitchen equipment, for the plumber as well as the appliance dealer seldom can meet the competition of those who concentrate on mass construction projects. But in the individual home market, Feehan has a good opportunity and makes the most of it—with FHA financing one of the biggest advantages.



1. You want your new dishwasher to be easy for you—not a chore. Well, the American Kitchens Roto-Tray dishwasher is a cinch to load—I call it "lazy susan loading". You just ease the tray around and place the dishes in each space . . . says Feehan's salesman and estimator, Charles B. Parr.



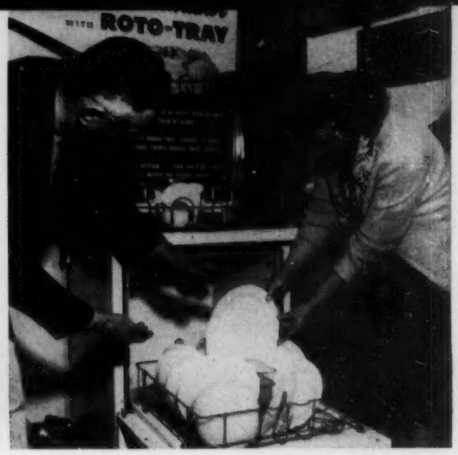
2. But the rotating tray on the American dishwasher has another and very important use that insures your getting clean dishes, says Parr as he spins it. It carries the top dishes through and out of the areas where the powerful streams of water might be blocked by dishes below.



3. There's a special way the American dishwasher rinses your dishes, says Parr as he indicates how first a spray comes down from the top to wash away the heavier food particles at the same time it clears the line of cold water, and then how the final triple rinse prepares the dishes for final drying.



4. You've seen how the American dishwasher washed those dishes, three times cleaner than by hand, Parr says after a wet demonstration. He makes use of the manufacturer's backdrop to give visual emphasis to each point as he reviews the competitive points and ties the value to prospect's needs.



5. Oh, there's no problem of big dishes when you have the American Roto-Tray dishwasher, explains Parr, in answer to prospect's query on how to load large platters. He shows how the top tray slips out to leave plenty of room for the largest platter, and will follow by loading it with big pots and pans.

Wickliffe's Pushes Westinghouse

A beautiful appliance store called "The Electrical Living Shop" in Berkeley, Calif., was featured in ELECTRICAL MERCHANDISING several years ago as an example of functional arrangement of appliances to create an improved selling atmosphere. Since then the store has been purchased by W. E. Wickliffe, but the emphasis is still on the selling of electrical living.

Using newspaper advertising to develop leads which he and his salesmen follow, he maintains a steady business that has sold 12 dishwashers each of the past four years. A complete kitchen planning service, plus tie-ins with electrical contractor, plumber, and cabinetmaker, enable Wickliffe to sell a kitchen remodeling job as a package.

Opening off the rear of the sales floor of Wick's Electrical Living Shop is a duplicate of the famous Westinghouse model kitchen-laundry. As the newly arrived 1953 Westinghouse automatic dishwasher was not yet hooked into the kitchen, Wickliffe is seen with a free standing model.



1. Lots of competitive features on this new Westinghouse automatic dishwasher, salesman Bob King, right, of WESCO, Oakland, tells W. E. Wickliffe, owner of Wick's Appliances, Berkeley, Calif. Remember the "bing bong" points, he says, reminding Wickliffe of a Westinghouse product story contest.



2. See this front-opening, top loading feature, Wickliffe tells a prospect. Westinghouse uses this style because it is easier for you to load from the top, and you can use the work surface at the same time, like this. There is no interference with wall cabinets, either, and he can illustrate with the picture above.



3. There's more room in the Westinghouse automatic dishwasher because it is deeper than the sliding tray models that must clear the impeller. See how dishes can be placed 'way down around the impeller where they are close to the force of the water. Dishwasher will handle service for eight.



4. You can have dishes and glassware sparkling clean Wickliffe indicates to prospect. He has told her how the water is heated, how the impeller stops during the draining so that all food particles and sediment will be drained off, and about the purge rinse that leaves dishes spotless.



5. This Westinghouse automatic dishwasher is cheaper to put into your home, Wickliffe points out as he starts closing. He shows that it is 24-in. wide, same as standard base cabinets—that it saves plumbing cost because necessary fittings are supplied, and there's a pump to permit using the existing trap.



1. Fingertip dial control is a new feature on the General Electric automatic dishwasher, says John Keane, right, salesman for GESCO, Oakland, to dealer Gray Minor as they check over 1953 sink model which will go into Minor's kitchen. The dial rotates, Keane explains, telling which part of cycle is on.



2. Front no-stoop opening of the GE dishwasher is demonstrated by Gray Minor. It opens all the way, he points out, and each tray is in easy reach for comfortable loading of pots and pans as well as dishes and silverware, he demonstrates. And your counter space is always ready for use.



3. There'll be no chips on your finest dishes, even if someone is careless in loading or unloading, says Minor, as he shows the prospect the value to her in having a dishwasher like the GE with vinyl plastic coated trays. And they're noiseless, too. No clatter of dishes from the kitchen.

Gray Minor Competes With G-E

One of the most successful independent dealers in dishwashers in the U. S. is Gray Minor, Oakland, California. This man who has handled dishwasher selling since he went into business in 1935, was top man in the nation for General Electric in dishwasher sales in 1937, and has won many awards since then.

Consistent direct mail and newspaper advertising aimed at the "better class homes" of the East Bay area has built a profitable dishwasher business for Gray Minor—mostly in homes where the kitchen is being remodeled. Mr. Minor averaged 86 dishwasher sales a year in 1951-'52—and surprisingly, in 1952 four were replacement sales putting the latest automatic dishwashers in place of ones he had sold in '35, '37, '39 and '41.

Being equipped to handle the complete job of putting a dishwasher and other kitchen and laundry equipment into the home has given Gray Minor the reputation that even some competitors admit makes home owners "look to Gray Minor" for kitchen equipment.



4. The GE automatic dishwasher gives your dishes three rinses, with water so hot it would burn your hands—then it draws in fresh air, heats it and uses a fan to blow it around the dishes to dry them quickly and thoroughly. That's why glasses come out sparkling clean.



5. This flat front of the GE electric sink will make it match perfectly with the steel cabinets you use in remodeling your kitchen—it doesn't stick out into the room, nothing you have to clean around. It is certainly going to be a beautiful part of your new kitchen, isn't it?

Maxwell's Demonstrates Kitchen Aid

The large retail concern called Maxwell's, with 4 stores in Oakland-Berkeley, is making an intensive and successful effort to get a large percentage of the kitchen business in the East Bay market area. In its new store in Berkeley, Maxwell's has put in a complete kitchen department—two working kitchens and a hard-working kitchen consultant, Robert Whatley.

Backed by years of experience in kitchen planning and selling, including operation of his own business, Whatley sold 150 complete kitchens in 1952—and into these kitchens went 60 automatic dishwashers. In 1951 he won a GE award for volume in dishwasher sales.

At Maxwell's, Berkeley, a working Kitchen Aid automatic dishwasher is installed under the counter in a Geneva model kitchen. Cabinets and dishwasher front are painted a dark olive-green.

How Whatley sells the competitive features of the Kitchen Aid automatic dishwasher in this model kitchen area, is seen in these photos.



1. This revolving wash arm on the Kitchen Aid dishwasher creates a vertical wall of water—just like that used in Hobart's commercial dishwashers—that will strip and scrub your dishes and glassware, a prospect always hears from Robert Whatley, kitchen consultant for Maxwell's, Berkeley.



2. With a Kitchen Aid you won't have to pre-rinse your dishes, Whatley points out as he shows the prospect the exclusive self-cleaning strainer which catches all food particles and keeps them from being thrown back on the dishes. Waste caught by strainer is washed down the drain at the end of wash period.



3. The adjustable front rack loading feature of the Kitchen Aid makes it a cinch to load. Both racks roll out—not lift out! And the top rack can be lowered to take your tallest glasses, Whatley illustrates as he shows the Kitchen Aid's ability to handle all the tableware used for 6 to 8 persons.



4. The finest china won't be injured in the Kitchen Aid dishwasher, Whatley emphasizes during the wet demonstration. He points out where fresh air is brought in below the door during the drying cycle, how it is heated, picks up the moisture from the dishes and is fan-exhausted from top vent to prevent filming.



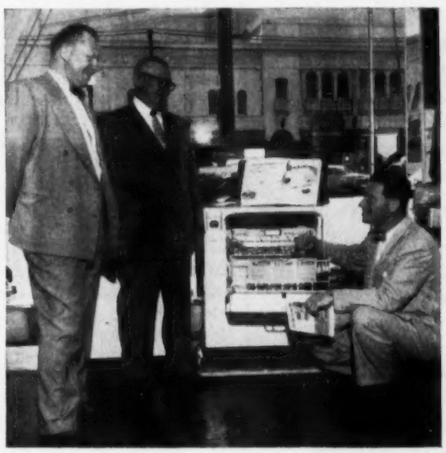
5. Sure the lipstick came off! The Kitchen Aid put that cup through 4 different operations—wash, two power rinses, and electric drying, says Whatley as he starts to show prospect how small pans can be included with tableware. He has shown her other features, the jeweled signal light, etc.

Grand Appliance Sells Hotpoint

Near Lake Merritt in the center of Oakland, California, is a dealer, Grand Appliance Co., which has built a far above average volume in dishwasher sales—selling more than 40 dishwashers a year in an area where sales average 3 per dealer.

Biggest market for Grand Appliance Co., says owner Fred Volz, is in the remodeling of "upper middle class homes" owned by customers who have patronized Grand Appliance for many years. In addition to this market, Volz has built dishwasher business through use of direct mail.

A big feature in closing sales for the Hotpoint, G-E, Kitchen-Aid, and Westinghouse dishwashers handled by Grand Appliance has been the salesmen's ability to quote an installed price. With a contact that gets electrical and plumbing contractor working with him, in this normally difficult market, Volz has been able to close contracts with customers who might have been shocked into objection if they heard the installation price from an outside contractor.



1. The 1953 Hotpoint automatic dishwasher has 3 special new features and you can get a lot of attention to them by using this streamer, advises Graybar salesman Howard Reinheimer, right, as he briefs Fred Volz, owner, and Earl Galvin, salesman, at Grand Appliance Co., Oakland.



2. The "Roll-R-Racks" are a Hotpoint feature you can push, Earl, says Reinheimer—now both of them roll out, independently—the top rack is reversible to make room for extra tall glasses like these—tell prospect that after a party she can put five rows of glasses on top shelf for an easy clean up job.



3. Now—this "dual detergent dispenser" is a simple set of plastic cups that are actuated by the water, and what a whale of a Hotpoint sales punch it gives you. Show a prospect that the Hotpoint automatic not only gives her dishes two fresh hot water washes, but automatically puts detergent in each wash.



4. The "phantom drain" that Hotpoint is featuring really convinces a prospect that she'll get clean dishes. Tell her how the water flowing over the dishes can't reach the drain opening because the impeller prevents it. Then when the impeller stops after each cycle, the water goes out quickly, taking all dirt.



5. Hotpoint's "spin shower action" is your positive answer to the prospect who asks if she'll "have to do the dishes before I put them in the dishwasher." Show her that the hot water enters the Hotpoint here above the dishes, whirls off a specially designed spinner to force food particles down and away.

More and More Dealers Are Selling Them

In two surveys of its dealer panel, ELECTRICAL MERCHANDISING finds that 270 (75 percent) of its 359 members handle dishwashers and that over half of the 182 respondents to the second questionnaire took on the product after 1947

Dealer Comments on the Dishwasher Business

● *"The dishwasher has been our greatest asset and lead to complete kitchen sales. We always suggest that it be installed in the proper place to readily fit the customer's future all-electric kitchen. I do wish we could get a cheaper installed price on dishwashers, but when people want them badly enough the price doesn't seem to matter too much."*

● *"We have given the dishwasher and disposer market a great deal of thought. It is a virgin market as far as trade-ins are concerned and the gross profit is good. But just how to promote this item and still give our complete line of appliances justice presents a problem. We realize we have lost interest to some extent in working up prospect interest as it requires a good selling job. We just don't have the time to devote to the one item. We cannot produce enough business to place a salesman on this item full time."*

● *"Salesmen today follow the course of least resistance. They are busy competing on other appliances and ignore the fact that the easiest sale is made with creative salesmanship."*

● *"Most dishwashers in this area are sold to builders direct by the distributors at prices way below the retail appliance outlet's cost. Dishwashers going into older homes are also sold through these same builders' outlets. Everyone has some connection to get it wholesale. I quit even trying to demonstrate to prospects when, by following up 10 lost sales, I found that my showroom was being used for the demonstration and the prospect would then walk to a discount house.*

● *"We made a survey of every dishwasher and disposer user. In general, the dishwasher users were pleased with the unit and the performance. Only two said they would not make the investment again. Judging from our survey our best bet here would be a use-the-user program."*

● *"Plumbing and wiring requirements are such that we have not been able to install a dishwasher for less than $50. I believe a solution to the dishwasher installation problem may be advertising an installed price—which should be handled either through a distributor who can get a better price through a quantity of installations or by establishing a margin of profit in dishwasher sales sufficient to take care of installations."*

● *"Most all new construction now includes dishwashers and builders buy at prices as low or often lower than dealer cost and they sell to their friends and acquaintances at cut prices. Factories are to blame and are ruining the independent appliance dealer."*

● *"In my opinion, dishwasher acceptance on even a fairly general basis has not yet taken place. Something on the order of what food plans did for freezer sales must be done for dishwashers before any appreciable gain in sales will be made."*

THE dishwasher bandwagon, heretofore relatively empty of dealer riders, is loading up.

That's one of the first conclusions apparent from a recent ELECTRICAL MERCHANDISING survey conducted among 182 dishwasher selling members of its Dealer Panel. Almost 55 percent of them have been selling dishwashers only since 1947 and of these exactly half didn't put dishwashers on their floors until 1950 or later. Of the remaining 45 percent the biggest proportion, 17.04 percent, took on dishwasher lines between 1944 and 1946—when there were virtually none available. Only 28 percent of those now handling dishwashers sold the appliance before World War II.

The high proportion of retailers who added dishwashers in recent years indicates more confidence in the appliance's future than of hope of immediate volume, because most of the 182 respondents, 54.94 percent, sold nine or less units in all of 1952. The next largest proportion, 25.27 percent, sold between 10 and 19 machines and the third biggest group, 9.89 percent, sold 20 to 29 dishwashers. Very few dealers, 3.30 percent, sold between 30 and 39 units and when you get to the over-70 classification only 1.10 could claim such substantial volume.

These generally slim sales totals are probably no good guide to overall merchandising ability and most of the respondents would very likely be in positions similar to the one member of the panel who said, "We sold over 1,000 major appliances in 1952—but only two dishwashers," and few would be in the situation of the dealer who reported that in 1953 he has already sold 20 units each to two cooperative apartment houses.

No Lack of Interest

Most dealers have at least gone through some of the important motions in becoming familiar with the product and in preparing to sell, because 73.63 percent of them use a dishwasher in their own homes and 51.1 percent have machines hooked up in their stores for live demonstrations. However, they were *not* asked how frequently they put these demonstration machines through their paces—a factor of some significance.

Plumber Cooperation

To questions about installation problems a surprisingly high percentage, 58.8, declared they have had no trouble in making arrangements with plumbers for installations. However, the 40.11 percent who have had such difficulties, indicate that "plumber trouble" is still a problem of some importance. Most dealers, 64.80 percent, have succeeded in making working arrangements with their local plumbers despite any difficulties and only 15.40 percent leave the customer to make his own arrangements. Nearly a fourth of the responding dealers, 23.10 percent, recommend a plumber when the sale is made and 13.70 percent have their own full-time plumbers to do the job. For a very few dealers, 2.70 percent, the distributor takes over the installation responsibility.

Installation cost, which includes any plumbing difficulties, is, in the minds of most dealers, an important obstacle to sales. We asked them to check a list of the biggest retarding factors and, while many of them checked more than one and most, 32.97 percent, checked the need for consumer promotion, almost as many, 28.58 percent put a mark against installation costs.

One dealer explains his problem like this: "While normal installations, including plumbing and wiring, can be done for about $65 to $80, quite often the cost of necessary remodeling of the kitchen to absorb the unit becomes prohibitive—or at least pushes the cost up higher than the customer is willing to go. The installation of a dishwasher is not the simple matter of plugging in or of just hooking up to a faucet . . . We are finding that except in newer homes with better planned kitchens (of which there all too few), there is required, at the very

HOW DEALERS ANSWERED OUR QUESTIONS

We asked 359 dealers if they sell dishwashers and 270 (75%), said they do. Then we asked that 270 the following questions and here's what the 182 who responded told us:

How long have you been selling dishwashers?

number of years selling	number of dealers	percent
1-3	50	27.47
4-6	50	27.47
7-9	31	17.04
10-12	23	12.64
13-15	15	8.24
16-20	11	6.04
No answer	2	1.10
Total	182	100.00

How many dishwashers did you sell in 1952?

number of dishwashers sold in 1952	number of dealers	percent
0-9	100	54.94
10-19	46	25.27
20-29	18	9.89
30-39	6	3.30
40-49	4	2.20
50-59	3	1.65
60-69	3	1.65
70 & over	2	1.10
Total	182	100.00

What per cent of your dishwasher sales are made on a time-payment basis?

percent of sales	number of dealers	percent
None	39	21.43
1-24	27	14.84
25-49	19	10.44
50-74	42	23.08
75-99	35	19.23
100	6	3.30
No answer	12	6.59
Don't know	2	1.09
Total	182	100.00

In your opinion are free home trials practical?

	number	percent
Yes	48	26.37
No	120	65.93
No answer	3	1.65
Don't know	3	1.65
Yes . . . portable / No . . . plumbed-in	8	4.40
Total	182	100.00

Have you had trouble making arrangements with plumbers to install dishwashers?

	number	percent
Yes	73	40.11
No	107	58.80
No answer	2	1.09
Total	182	100.00

Do you have a dishwasher hooked up in your store for a "live" demonstration?

	number	percent
Yes	93	51.10
No	87	47.80
No answer	2	1.10
Total	182	100.00

Do portables sell better than plumbed-in dishwashers?

	number	percent
Yes	14	7.69
No	144	79.12
No answer	24	13.19
Total	182	100.00

Do you use a dishwasher in your own home?

	number	percent
Yes	134	73.63
No	48	26.37
Total	182	100.00

What arrangements have you made to install dishwashers?

	number of dealers	percent
Distributor installs	5	2.70
Have own full-time plumber	25	13.70
Have working arrangement with local plumber	118	64.80
Recommend a plumber when sale is made	42	23.10
Leave arrangements to customers	28	15.40
Total	218*	119.7**

Who services the dishwashers you sell?

	number of dealers	percent
Dealer	150	82.41
Distributor	19	10.44
Manufacturer	2	1.10
Distributor & dealer	3	1.65
Outside service	4	2.20
No answer	4	2.20
Total	182	100.00

Are service calls for dishwashers . . .

	number of dealers	percent
More frequent than for automatic clothes washers	14	7.71
About the same frequency as for automatic clothes washers	42	23.07
Less frequent than for automatic clothes washers	115	63.18
Don't know or no answer	11	6.04
Total	182	100.00

In your opinion what have been the biggest factors holding back dishwasher sales?

	number of dealers	percent
Installation costs	52	28.58
Consumer promotion needs	60	32.97
Kitchen arrangements unfavorable	20	10.99
Good demonstration needs	12	6.60
Initial costs	48	26.37
Under-cutting by wholesalers	10	5.49
No answer	13	7.14
Total	215*	118.14**

Where do most of your dishwasher leads come from?

	number of dealers	percent
Satisfied users	116	63.74
Local and national advertising	47	25.82
Direct mail	5	2.75
Walk-in prospects	39	21.42
Others	16	8.79
Don't know	2	1.09
Total	225*	123.61**

*multiple answers from 182 respondents. **total over 100% due to multiple answers.

least, a slight remodeling cost which can run several hundred dollars with little effort."

For another retailer, these remodeling costs are not so troublesome as the costs of plumbing. Says he: "In our area there is a conflict between distribution to plumbers and to appliance dealers. A dealer promotes and a plumber steps in and sells at little above cost . . . Most of our sales have been made when we were involved in remodeling kitchens; it seems to be easier to sell these prospects. Local plumbing codes do hinder active promotion unless you can tie in with a plumber. Then the costs are prohibitive because most plumbers feel it is a plumbing item and not an appliance and really 'wax' the customer on installation cost."

Apparently many dealers feel that initial costs are almost as important a sales barrier as installation costs, because 26.37 percent checked this on their questionnaire. Unfavorable kitchen arrangements were checked by 10.99 percent, the need for good demonstrations by 6.60 percent, and price undercutting by wholesalers by 5.49 percent.

Sales on Time

For what has too often been regarded as a luxury item, the dishwasher sells on a time payment basis to a high proportion of customers, a factor which both emphasizes the dealer complaint of high initial costs and tends to mitigate their effect. Almost 46 percent of the responding dealers say that between 50 and 100 percent of sales are made on time. Slightly less than 22 percent don't have to make any credit sales at all and close to fifteen percent make between 1 and 24 percent of sales on a term basis.

One dealer who has been otherwise successful but has not done too well with dishwashers, has this to say about time payment sales: "The time payment buyer will buy a dishwasher last. We believe air conditioners will be sold to time payment customers

(*Continued on page 136*)

This Food Plan Is Exclusive

Not just anybody is invited to buy the Marbro food-freezer plan in Adrian, Mich. In fact, the store doesn't advertise the plan at all and depends on referrals by satisfied customers for all its sales—which sometimes go as high as 75 units a month

MANY dealers read about the fast growth of food plans in California last year and rushed into the business. Dealer Stan Brown of Marbro's (for Marsh and Brown) in Adrian, Michigan, sat back and studied his community carefully before starting his own plan.

Throughout the trading area (60,000 people), many farmers already had freezers. Many of the people in the immediate area of 20,000 also had freezers. But Dealer Brown thought they didn't know how to use them.

When Brown was asked to come before a Grange meeting with a demonstration on housewares, he quickly substituted a freezer demonstration. It went over very well. Several subsequent meetings with high school classes on how to prepare frozen foods also found a warm reception.

Brown knew he was on his way. But up until then he hadn't sold many freezers. In 1950 he sold 50 freezers. In 1951 and 1952 he sold 30 each year. He figured that his lack of sales was the result of slow reception. In and around Adrian, there are many retired farmers. "It is just a very conservative town," Brown points out. "They are slow to act on promotions or new ideas. Why, every time I have a promotion at the store, about two or three weeks later, I'll have some fellow come in to ask about that ad he read. I guess the lack of acceptance of freezers was because people only bought them when they heard about it from a friend."

About the time Stan was trying to get the answer to his lack of sales, Harold Overmyer, vice-president of Revco's Chill Chest freezers came in with a food plan. Later Jim Jenkins, regional Sales Manager of Revco, and Stan settled on a plan for Adrian which was not quite typical of plans used in other cities:

Instead of blasting people with radio and newspaper messages, there would be no advertising at all. All sales would come about through referrals. Stan started off with the seven most prominent people in town. All seven bought the plan the first week.

People Are Conservative

"The people are so conservative that they wait for the leaders to make a step," says Stan. "After I contacted the secretary of the Chamber of Commerce, a leading dentist, lawyer, owner of a dry cleaner establishment, jeweler, etc., and sold them on the plan, I asked them to refer the plan to their friends.

"The program started in late October, and after going along for the three years I've had the store and selling about 30 freezers a year, it was quite a surprise to see 20 sales in November, 35 in December, 38 in January, 46 in February, and about 75 in March. Even these sales could have been higher if freezers had been available from the distributor."

Marbro's quickly tells the food plan prospect that they aren't using advertising because they want only the best people to take advantage of it. The money that they would spend for advertising will be given to them for passing along the name of some friend who buys a freezer.

"We have had a few people send along names, . . . just names," says Stan. "We ask them to be sure and talk to their friend to see if they are really interested. In fact, we take them along when we call on their friends. That way they can help close the sale for us."

When Brown was going around lining up the program, he had several difficulties. First of all, the bank was a little reluctant. They had to have a Board of Directors meeting, etc. Of the first two food sources he tried the first wasn't interested and the second didn't have the room to expand if the plan was a success. The third, The Hudson Food Locker, Hudson, Michigan, was perfect.

"The secret of our success," Stan confides, "is because we use the user, not only to make sales but also to get the right people. Most of the bankers don't like a sale with no down payment. I don't blame them. That is why we can't use general advertising, we'd get the general public and too much bad credit.

"Why, one of our first customers was so enthusiastic that he has even started as a part-time salesman," Stan continues. "It is bad to have part-time salesmen, but they help. In other words, you must have several full-time boys, because you can't make many sales unless you have some daytime selling.

Customers Bring Sales Staff

"One of my early sales was a young radio station executive," Stan adds. "When his dad came down from Lansing one weekend, he told his dad about his freezer and the food plan. Despite his job as a sales manager for an automotive agency, he was so interested he joined the sales staff, and brought along two other men from his old firm. I have five salesmen now and plan to increase it to ten when sales demand it."

For other appliances, Stan can do a lot of advertising. The best media is the radio. He uses the Farm & Home hour each day, besides eight other

(*Continued on page* 128)



TO START his exclusive plan rolling, dealer Brown made his first seven sales to Adrian's most prom-



REFERRALS from old customers now are the main source of Marbro's leads. Here a Marbro sales-



HOME CALLS on prospects are made in the company of an old customer, preferably the one who



inent people, business men like this jeweler, whom he asks to try and then refer the plan to their friends.



man gets a tip from a user—and will reward him with a $10 bonus if he makes the sale from lead.



supplied the lead, whenever this is possible. Because of the nature of the plan, this has become a frequent occurrence.



FIRST DELIVERY of frozen food to the new customer is always attended by a salesman—who goes along to make sure everything is all right, and to give the owner instruction in freezer operation and food storage.



TRAINING FOR the salesman of dealer Stan Brown (back row) was given in part by Jim Jenkins, regional manager for Revco, who also helped Brown set up a plan tailored to the needs of his particular market area.



WHEN A PROSPECT drives into the big free parking lot at Frank Meyers, Buffalo, he is prominently reminded that Meyers is the home of free five-year service.

5 YEARS' Free TV Service

A thousand service calls weekly haven't discouraged Frank Meyers of Buffalo, N. Y., from a five-year free service policy, because it eliminates expensive home demonstrations and gives salesmen a strong answer to discount hunters

WHEN Frank Meyers started giving a five-year service policy in 1936 on every appliance sold, television hadn't come into the picture. But now Meyer's has applied it to TV as well and Buffalo's "appliance department store and television center," 1350 Main St., makes about 1000 service calls a week.

Service Not Costly

When asked if this isn't pretty costly, general manager Fred Bodamer says that if you advertise free home demonstration, you will kill floor traffic. "Free service draws better than home demonstrations. We want to sell TV sets, and the higher priced models. You can't sell those models until you show the prospect the merchandise. Our free service program has made us in TV.

"About 90 percent of the service work is done in the home," Bodamer continues. "We only charge for out-of-warranty parts. But we tell the customer that at the time of sale. No matter how many calls you make, free TV service is the best thing."

"It is much better than doing a lot of generalized advertising," Bodamer adds. "We cover a 50 mile radius from Buffalo, but this plan draws prospects from a 60 to 70 mile area. We had one couple here yesterday that came 80 miles. Our service can't be given to a customer that distance away, and they know it. But it gives them real assurance that they will be protected on their set, even though they don't get regular service help.

"Everybody is interested in a price . . . we try to show how a low price or a good deal isn't everything," Bodamer illustrates. "For instance, if a prospect comes in and asks about discounts and all that stuff, we explain that it is a greater saving in the long run to have service than an immediate saving that another dealer offers with cut prices. We don't mind if a prospect shops around before coming to us. We sell all sets at list price and allow as much as possible if they have a trade-in. And our free service also applies even if they trade a set. It doesn't go with the traded set."

Nothing Hidden

With so many service calls coming in, Meyers' usually can take care of the influx within 24 hours. They have four men in the shop doing inside repairs. One man is assigned to handle the parts so there will be quick service for both the shop and the 13 men making city calls. Meyers does limit the hours for service calls—from 9 to 5:30—because "it is too costly to offer night service."

Salesmen Alternate

With a floor staff of 9 salesmen, Frank Meyers has half of them alternating on the floor. Each man works 3 mornings, 3 afternoons and 3 evenings a week. Bodamer insists that each man get at least ½ of his sales from following up leads or cold canvassing on the outside.

Each salesmen averages about 3 hours each day of outside selling. When a salesman is on the morning shift, he also works the evening session. Thus he spends the afternoon following up the morning calls or lining up prospects to come to the store that evening.



IN THE STORE the prospect gets a complete story on all or any of the firm's four TV lines from one of nine salesmen.



IF HE BRINGS UP the subject of discounts, which many prospects do, the salesman listens patiently as he says, "I can get it for this price at . . ."



REBUTTAL to discount seekers by the salesman is the argument that five years free service offered by Meyers policy will save the buyer more in long run.



FREE SERVICE legend is carried prominently on back of truck. Servicemen make calls only between hours of 9 and 5:30, but make almost 1,000 a week.

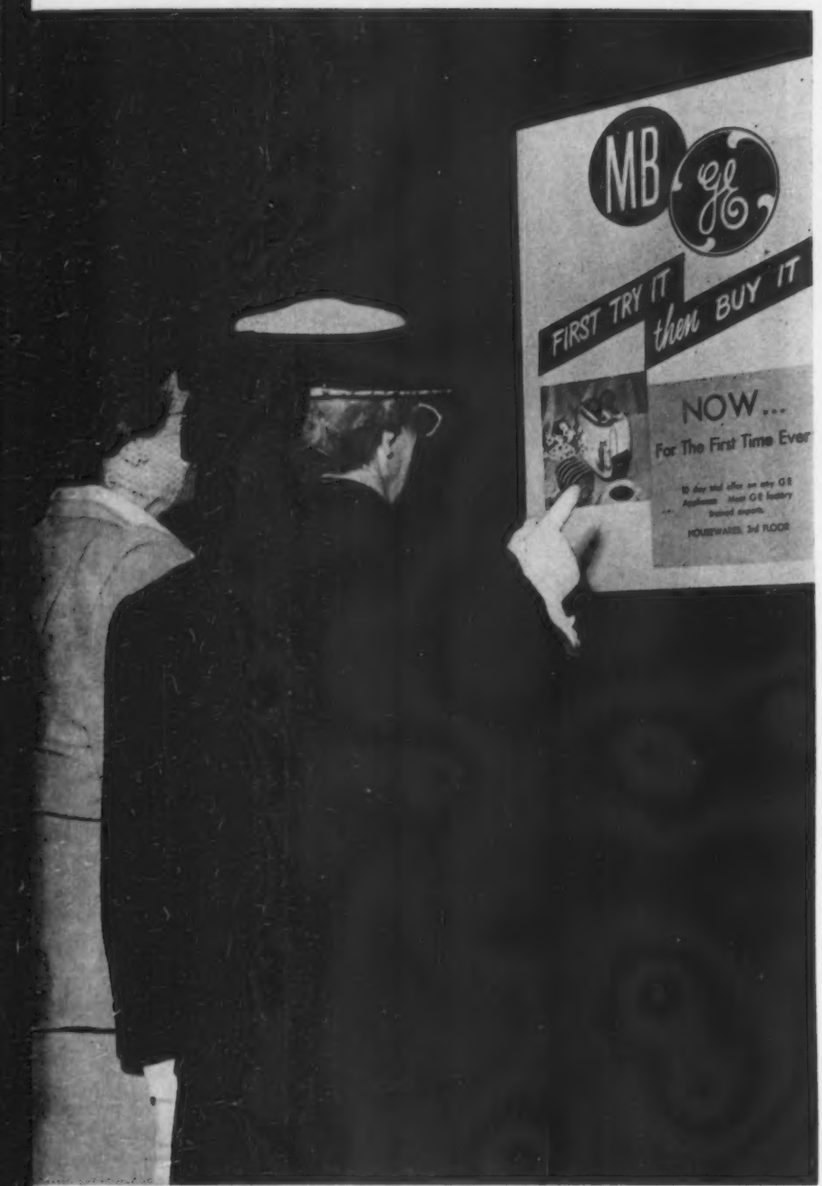
Many customers have become fearful that some television dealers do not deliver the set purchased, Meyers has found. They have batted that problem squarely into the left field stands by asking the customer to come into the basement and check the serial number as it is uncrated. Then after the set is tested, shipped out to his home, the customer can check to be sure that he got a brand new receiver. "We aren't trying to pawn off floor models, etc. Of course only about one person in ten will ask us to do this, but we are ready. We are featuring and selling 1953 merchandise. We aren't selling any junk. Usually by the middle of January we have sold all of last year's line. We want people to depend upon Frank Meyers for good service and good treatment."

Handles Four Lines

With four lines of TV—Philco, Admiral, RCA, and CBS-Columbia—they sell about 300 sets a month, or an average of $85,000. Their TV volume (even after four years of selling) is growing because the firm does a large volume outside of the city. Meyers' sells more TV in Niagara Falls, N. Y. than any dealer there. They know that they can offer free home demonstrations, as many dealers both in Buffalo and other places do, but they are spending about the same amount for free service as they would with home demonstrations.

"When you have free home 'demos'," Bodamer points out, "you must have about two men in a truck, and maybe five or six trucks to do any volume at all. That's a lot of extra men. It wouldn't pay. If we have a volume of $30,000 a week, the overhead isn't too much greater than when you've had $20,000 in volume. Our free service for all appliances makes for a great deal of difference in this sales volume. Last year, for instance we did about $1,000,000 in sales. Of course in our peak period, the year before, we managed almost $2-million. But this year we are going to be content if we can hit $1¼-million. At the rate that we are going now we may be able to do it. We were already about $36,000 ahead at the end of the first quarter of the year, and should finish substantially ahead of last season.

"Quite naturally we are convinced that our policy of giving free TV service is the reason for these continuing sales," concludes Bodamer. *End*



PROMINENT SIGNS all over the store called the attention of Maison Blanche shoppers to its big-scale electric housewares free trial promotion.



CHARGE ACCOUNTS were opened on the spot by an assistant credit manager to make it easy to take appliances home.

Free Trials For HOUSEWARES

"Just take it home and try it for 10 days free," the Maison Blanche of New Orleans told prospects—and its 11-day campaign sold over $100,000 in one brand of electric housewares

THE free home trial with no obligation is an old and effective merchandising tool for getting major appliances into customers' homes.

When Maison Blanche Co., New Orleans department store, applied it to electrical housewares it aimed at achieving $100,000 volume in an intense, four-day campaign. The campaign clicked so spectacularly that hurry-up re-orders were put in and it was extended an additional week.

No angle in the book of appliance sales promotion was missed. The campaign included a display barrage in all four of the department store's heavy traffic Canal street windows, special booths on each floor, a Carnival atmosphere for the housewares department, multiple demonstrations, and was based upon a solid 8 weeks of preparation including three-times-a-week employee training sessions to make sure everything clicked smoothly.

D. E. Packler, manager of the big store's housewares section, gives one measure of the extent to which the campaign went over. "We set up registration tables, not only in our department, but in the store's main floor entrances where people coming for soft goods, furniture or whatever were invited to register for an entrance award. Later, we checked these names. *And 33⅓ percent—one person out of three who registered, not in our department necessarily, but perhaps at the front doors three floors down—bought at least one of the featured electrical housewares.*"

The basic idea of the campaign was simple. Consumers were invited to "Try it, then buy it." Electrical housewares could be taken out of the store and tried in the home for ten days. If the purchaser was pleased at the end of that time, he bought. If not he could return it with no obligation. "We just assumed the risk of spoilage," says L. R. Jacobs, divisional merchandise manager who had supervision over the promotion. "It's one of the things you face in such a deal. No attempt was made to achieve preservation of the appliances in their precisely original state. It can't be done. We depended upon getting a very high percentage of keep-it sales and we did."

The mechanics of buying were simple. Sales were made on charge account. If the customer liked his toaster, clock or iron at the end of the ten day period, he simply did nothing and it was charged to him as a matter of routine credit office procedure appearing on his monthly statement.) If he didn't like it—and the percentage in this class was small—he returned it and a regular account credit was made out.

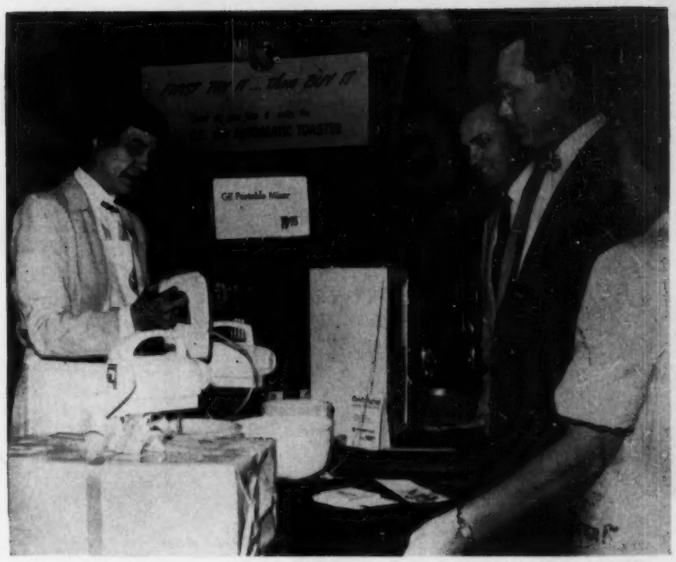
Everybody Charged It

Not everyone in New Orleans, of course, had a Maison Blanche charge account. "But we took care of that," reports Packler. "A special desk was set up on the housewares floor. Manning it was an assistant credit manager of the store. Accounts were opened right there on the spot, with a minimum of red tape and fuss. As a side result, the store earned a goodly increase in its account list."

The idea originated with Packler, who took it to Jacobs and then to I. Newman, president of Maison Blanche



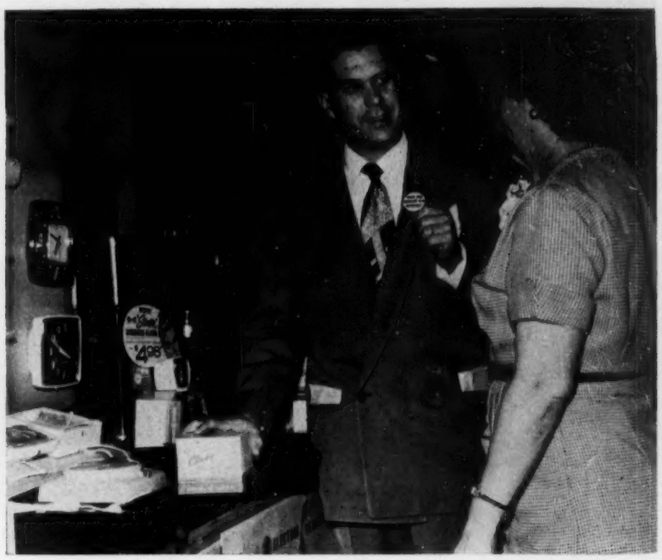
CARNIVAL ATMOSPHERE was created by pennants identifying each demonstration booth and by omnipresent "Try it—Buy it" signs.



DEMONSTRATORS all dressed alike, wore aprons to encourage real demonstrations—not just talks—of each appliance.



CRITIQUES of the previous day's selling and techniques were conducted every morning before the store opened.



"ASK-ME-ABOUT" badges worn by salespeople prompted questions about a different product each day of the campaign.

Co. Their plan was to promote one line of electrical housewares—General Electric. D. C. McCune, traffic appliance sales manager of General Electric Supply Company in New Orleans was enthusiastic.

For General Electric, the promotion furnished a pattern which they may use in cooperation with other stores elsewhere. Residents of Baton Rouge, 80 miles upriver from the Crescent City, read in New Orleans papers and heard over New Orleans radio and TV stations the news of "Try it, then buy it." They besieged several Baton Rouge merchants wanting to buy on that basis. "And we're going to do it as a result in Baton Rouge in the near future," says Carl Brown, district manager of General Electric Supply Company."

Eight weeks of strenuous preparation backed up the campaign. During this period, salespeople met three times weekly. The main subject of these 24 selling sessions was how to demonstrate. Each salesman and woman learned not only the complete product story of the featured General Electric housewares, but mastered the technique of *demonstrating* them with a touch of showmanship as well.

Before the promotion got underway, the complete employee group of Maison Blanche—over 1000 men and women—was offered the "Try it, then buy it" idea. For them, it had an added advantage, the regular employee discount Maison Blanche offers to the people on its payroll. "Before consumers even knew about it, this idea had proved its worth in big employee sales," Jacobs states.

The first day of the promotion was a Monday. The day before, big circulation Sunday papers had broken the story in full page advertisements. A barrage of radio and television commercials had started. In all, nine TV commercials and over 30 radio spots were used in addition to hardhitting newspaper ads and the full impact of Maison Blanche Company's best window display space.

The store doors swung open as usual at 9:45, but selling employees in the electrical housewares department had started out much earlier. General Electric and M. B. cooperated in a build-the-spirit breakfast at a leading hotel. Each sales employee received something, a corsage or a small iron.

When customers came in, they found salespeople wearing badges: "Ask Me About Clocks." These changed daily to feature a different ask-me-about small appliance.

In addition to a number of continual displays, banners and a general carnival atmosphere, a home economist was on hand daily to show how electrical housewares fitted the pattern of comfortable living.

The store and G-E planners missed few tricks. They even built up a sizeable mail order volume on a "Try it then buy it" basis. These came from coupons in the newspaper ads, particularly from page space in one medium which has a wide country circulation. Like local customers, the out-of-town buyers could have housewares shipped out on a tentative charge. If they took no further action, the charges were billed; if they were dissatisfied, they could ship the appliance back within ten days. *End*



MEETING a fan prospect at the door, dealer Anthony Corona says, "I've got just what you want for really effective room cooling."

One and One Half Minute FAN DEMONSTRATION

It takes Anthony Corona of New Orleans just that long to sell the "I'd-like-to-see-a-fan" prospect up to a $60 model and the pictures on this page show how he does it



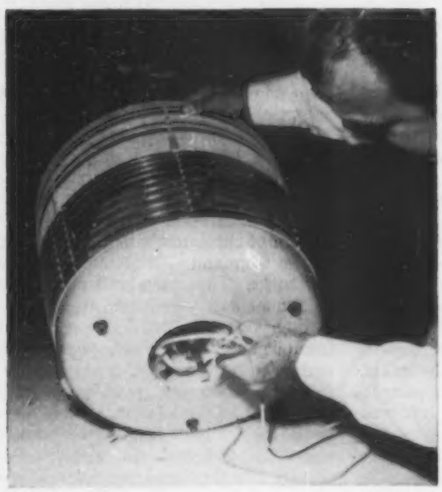
CORONA STARTS on the fan he wants to sell with, "This fan circulates air in all directions. See how strongly it blows this newspaper!"



"AND STRONG? It will support 800 pounds. Incidentally, I'm kneeling on the plastic cover that comes with it—wonderful for storing it."



"IT'S SMALL ENOUGH to fit anywhere and light so you can move it about easily. You can place it on a table to blow air at a higher level."



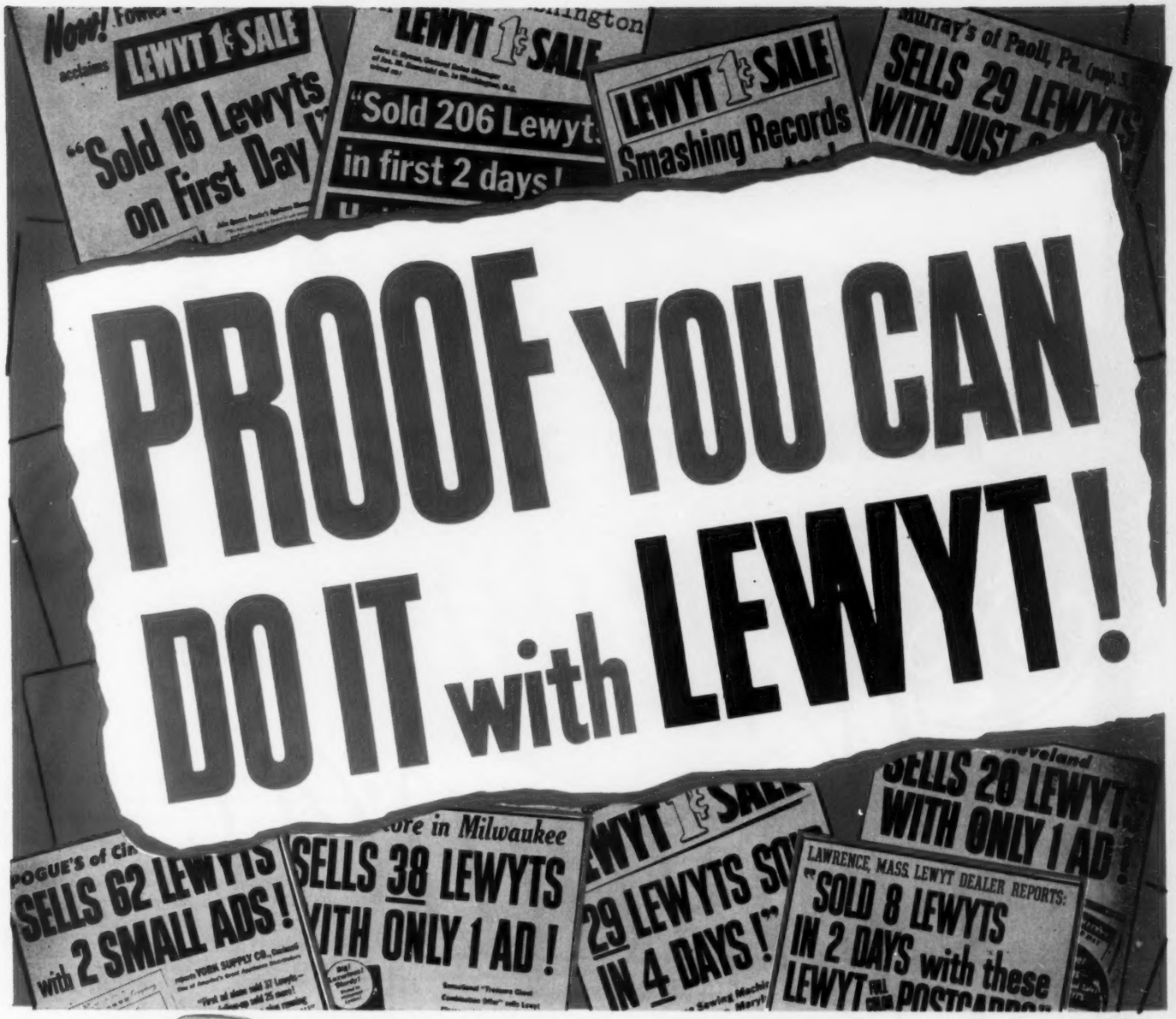
"WHEN THE FAN is not in use you can coil up the cord in this handy recess. There's no dangling cord to annoy you as with so many fans."



"THIS FOOT SWITCH makes it easy to turn on or off when it's on the floor. No awkward bending or stooping . . . Click, it's on . . . Click, it's off."



"PULL IT over to that easy chair and put your feet on it. That's cool as well as comfortable and good-looking, isn't it? I'll send it out today."





Guaranteed by Good Housekeeping

Listed by Underwriters' Laboratories

Read the dramatic reports from all over America! Dealers like yourself cash in with Lewyt, "the one cleaner you can sell in volume today"!

Large dealer or small dealer, here's proof you can Do It with Lewyt! Tie in with Lewyt's national advertising program—the heaviest in all cleaner history! Get your Display Kit up, identify your store as local Lewyt headquarters! Exploit floor traffic with a 10-second demo after every appliance sale! Drive in prospects with Lewyt's sensational "1¢ Sale" or "Free Scatter Pin" promotions! Push Lewyt and watch your cleaner sales climb!

DO IT with LEWYT

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-7, 60 Broadway, Brooklyn 11, New York

NEW! General Electric

Custom-Contoured

Automatic Blanket!



CUSTOM-CONTOURED! Corners are newly designed to fit beds perfectly! No riding up, no slipping off and plenty of foot room! Here's a brand new feature women will really appreciate—and only General Electric has it!

The newest, most advanced selling idea in the automatic blanket business!



What a powerful selling story this new General Electric Custom-Contoured Automatic Blanket gives you!

And when you add the convenience of custom-contouring to the appeal of G-E *Sleep-Guard* dependability and comfort, you have a sales-clincher that no other automatic blanket can even approach!

Decorator colors? A real treasure for your fashion-minded customers—Dresden Blue, Sprout Green, Rose Pink, Citron Gold, Garden Green and Flamingo Red; bindings of Skinner Satin. Smart, simple, newly designed Bedside Control.

G.E.'s huge new advertising program starts selling the new G-E Custom-Contoured Blanket in September in full color in *The Saturday Evening Post, Better Homes and Gardens, House and Garden, Sunset* and *Bride's Magazine.*

Order today! Contact your nearest G-E Blanket distributor or write:

General Electric Company,
Automatic Blanket Department,
Small Appliance Division,
1285 Boston Avenue,
Bridgeport 2, Connecticut

Sleep-Guard
AUTOMATIC BLANKET

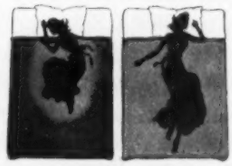
Single-bed, single-control PB16A4, $47.95*

Double-bed, single-control PB16A1, $49.95*

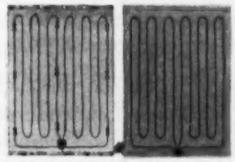
Double-bed, dual-control PB16A2, $59.95*

**Manufacturer's recommended retail or Fair Trade price.*

Why G-E *Sleep-Guard* Blankets are worth more—for you to sell—for your customers to buy!

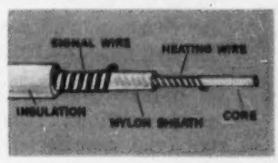


(*Left*) Ordinary blanket. Small area of warmth, created by body heat. Sleeper huddles in cramped position. (*Right*) G-E Blanket. All-over warmth, maintained automatically. Sleeper stretches out, relaxed.



(*Left*) Ordinary electric blanket. Lumpy, wide-spaced thermostats; uneven, spotty protection. (*Right*) G-E Blanket. Uniformly controlled warmth; no lumpy thermostats, no unprotected areas.

Winner of the 1952 National Home Safety Award Grand Prize as the product which contributed most to safety in the home.



(*Above*) X-ray of G.E.'s *Sleep-Guard*, automatic safety device designed to give complete protection: if temperature of heating wire exceeds a certain limit, nylon sheath permits message to be flashed by signal wire to Bedside Control, automatically cutting off current. Only G-E Blankets have *Sleep-Guard.*

More than 1,500,000 users have found sleeping comfort with G-E Automatic Blankets

GENERAL ELECTRIC

When she wants "time to think it over"...



it's time you told her about "DULUX"

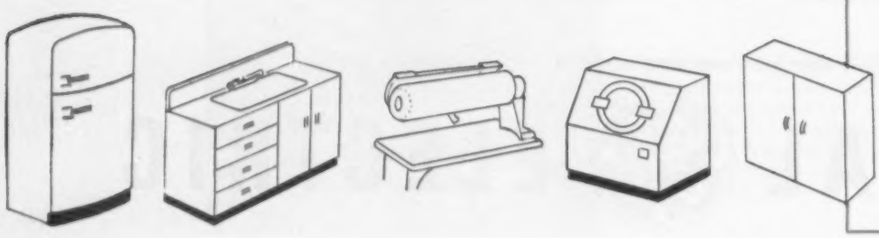
Getting that "think-it-over" routine? Brother, you're in a jam! It's times like these—when you get the old stall—that a sales pitch with punch comes in mighty handy. So, tell her about the Du Pont DULUX Enamel finish!

Explain that a DULUX finish resists grease stains, dirt, marring, and scratching . . . that DULUX won't chip or crack even if the metal is dented. And tell her that DULUX Enamel keeps its sparkling good looks after years of rugged household duty. Big selling points like these are sure to appeal to thrifty housekeepers with an eye out for beauty as well as practicality in the appliances they buy.

The DULUX story is helping dealers everywhere close sales . . . thousands of appliances finished with DULUX are sold *every month!*

Remember to feature the DULUX finish. It's the quick way to seal the deal!





DU PONT

REG. U. S. PAT. OFF.

Better Things for Better Living . . . through Chemistry

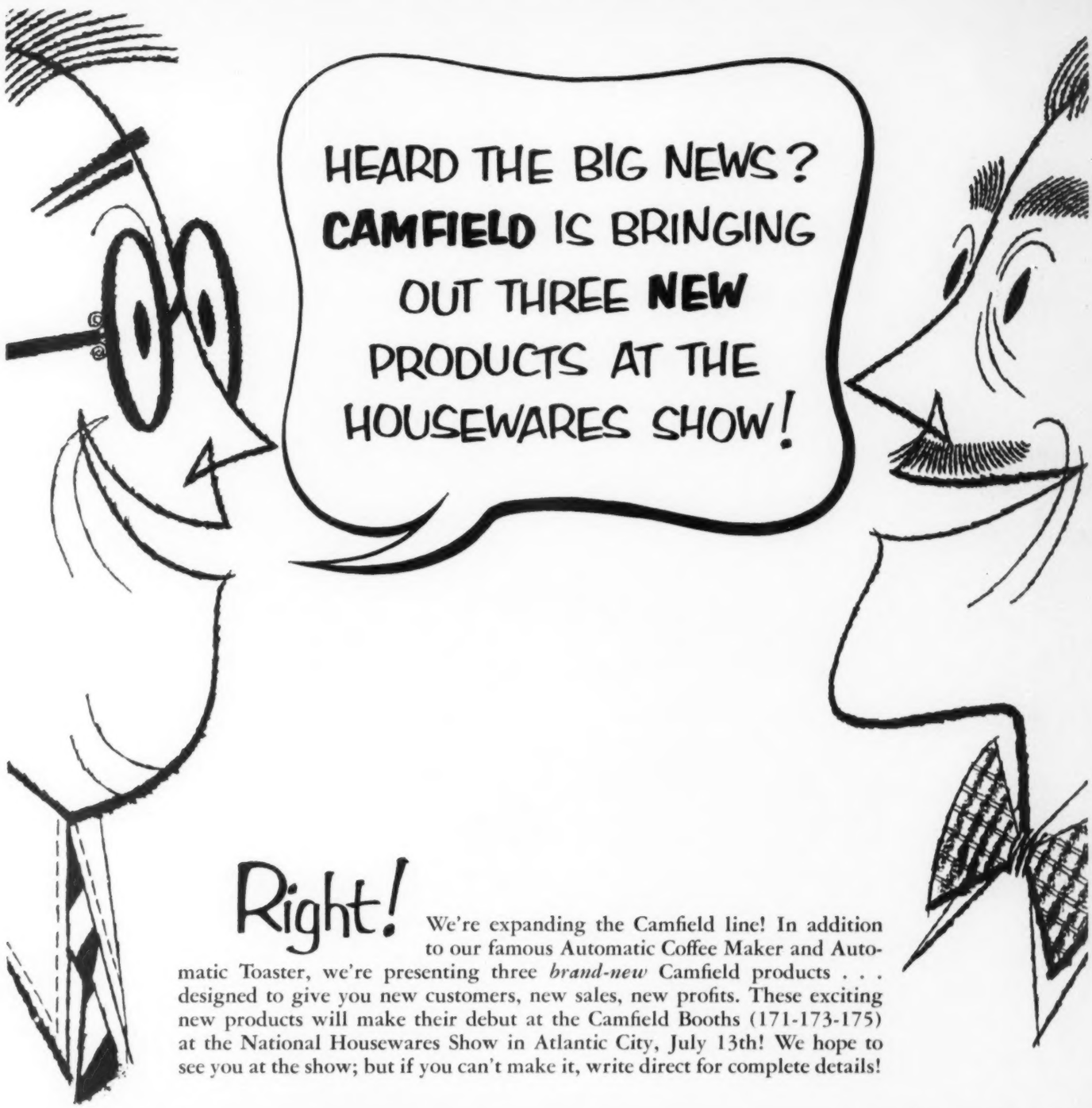
DULUX

REG. U. S. PAT. OFF.

enamel

America's leading home appliance finish

CHEMICALLY ENGINEERED TO DO THE JOB *BETTER*



Right! We're expanding the Camfield line! In addition to our famous Automatic Coffee Maker and Automatic Toaster, we're presenting three *brand-new* Camfield products . . . designed to give you new customers, new sales, new profits. These exciting new products will make their debut at the Camfield Booths (171-173-175) at the National Housewares Show in Atlantic City, July 13th! We hope to see you at the show; but if you can't make it, write direct for complete details!



Restyled Camfield Automatic Coffee Maker—the beauty that brews perfect coffee every time!



Restyled Camfield Automatic Toaster — the *only* toaster with complete controls at each end.



A new Camfield product for the small family. Nothing like it on the market—a new profit-maker!



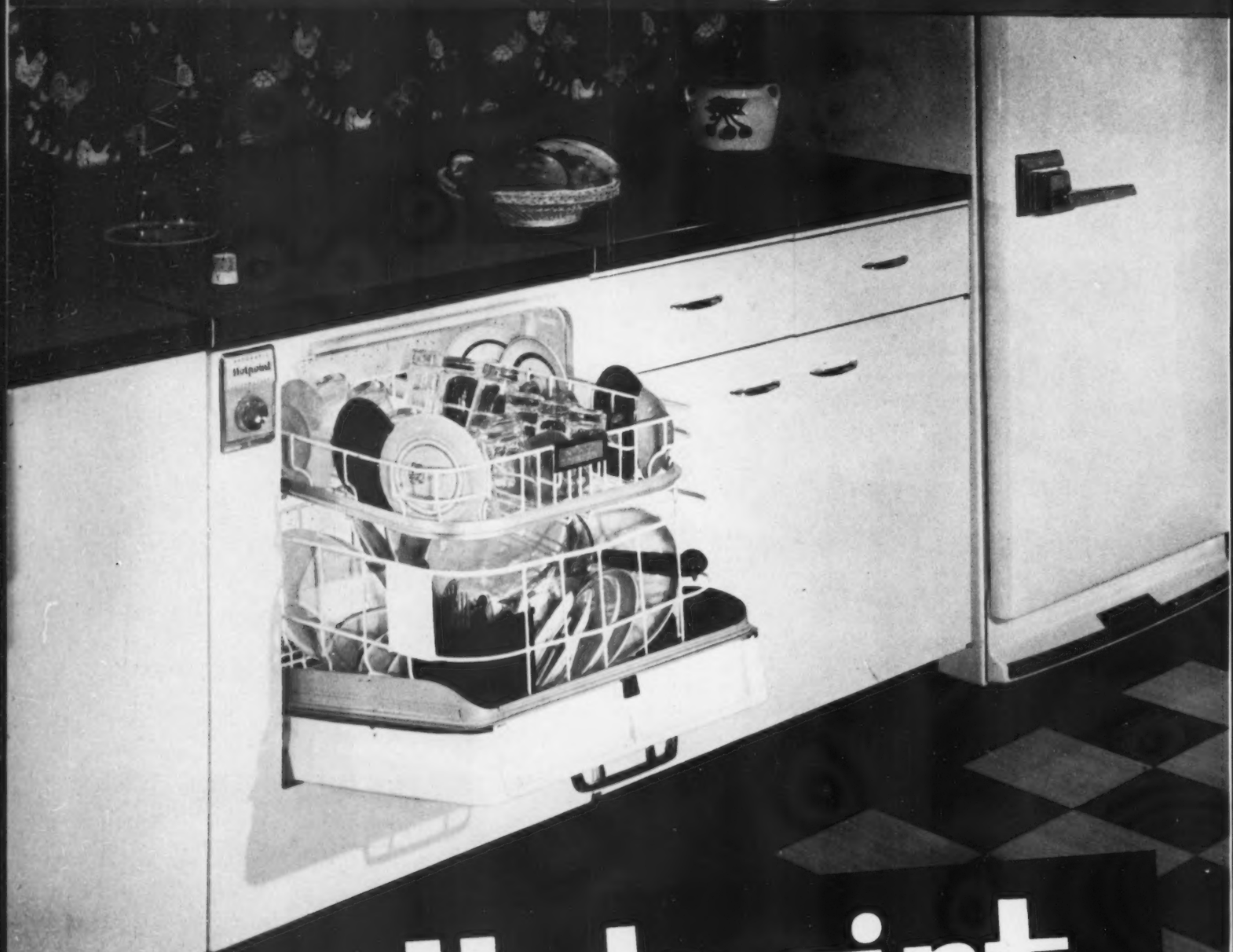
A new Camfield product for the bedroom. You will be selling color, comfort and better rest.



Another new Camfield product for the bedroom—with a tremendous profit potential.

CAMFIELD MANUFACTURING COMPANY • GRAND HAVEN, MICHIGAN

yes ... THERE IS ONLY New Hotpoint



Hotpoint

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS

ONE *Real* DISHWASHER

One That Gets Dishes *Really* Clean...

Cleaner Than *Any Other Dishwasher!*



Pull Out For The *Real* Inside Facts

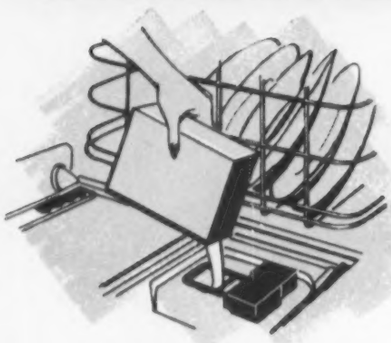
ONE Real DISHWASHE

Automatic Dishwashe

HERE'S WHY... THE NEW HOTPOINT AUTOMATI

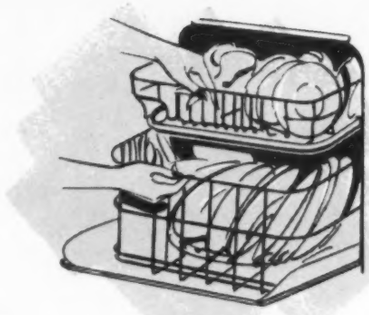
WASHER GETS DISHES CLEANER THAN ANY OTHER DISHWASHER . .

ADVANCED FEATURES THAT LEAVE THE REST OF THE INDUSTRY YEARS



DUAL-DETERGENT DISPENSER

New! Exclusive Dual-Detergent Dispenser provides for *two* complete washes *with detergent.* Thorough hygienic rinsing following each wash brings the Hotpoint Automatic Dishwasher's washability near perfection.



ROLL-R-RAC

New! Easy loadi
Bottom rack can
with plates, silve
rack then can be
cups and saucer
reversed, end fo
date either large
31 glasses.

PHANTOM DRAIN

New! Exclusive Phantom Drain and Impeller Screen—Water is prevented from reaching the drain opening by the spinning impeller. Water drains from the tub quickly when the impeller stops at the end of each spray, wash, and rinse period. Sediment never accumulates on dishes or bottom of tub.



EXTRA-LARGE CAPACITY

Extra-Large Capacity! Holds more than five dozen pieces of china and glassware . . . a complete service for a family of eight. Serves as an ideal dish warmer if dishes are left in the rack and dial is set for warming 15 minutes before mealtime.





SPIN SHOWER ACTION

Exclusive! Water hotter than hands can stand becomes a driving washing action that forces food soil down and away. One of the country's leading bacteriologists has proved that each dish would have to be washed 11 minutes by hand to equal Hotpoint's bacteria-killing efficiency.



CALROD® H

Triple-Purpose
acts as an auxil
the entire washi
...maintains the
ing hot water .
heat, circulated
hygienic drying
venient dish wa

...Pacemaker of Progre

WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRY

SHER... The

her

TOMATIC DISH-
HER . . . WITH
YEARS BEHIND!

HERE'S WHAT...YOU SHOULD SAY—AND CAN PROVE—ABOUT THE NEW HOTPOINT AUTOMATIC DISHWASHER. IT IS DISHWASHING RESULTS SUCH AS THESE THAT MAKE HOTPOINT THE ONLY REAL DISHWASHER—

- Washes More Hygienically Than By Hand
- Glasses Gleam
- Dishes Sparkle
- Pots and Pans Shine
- Silver Glistens

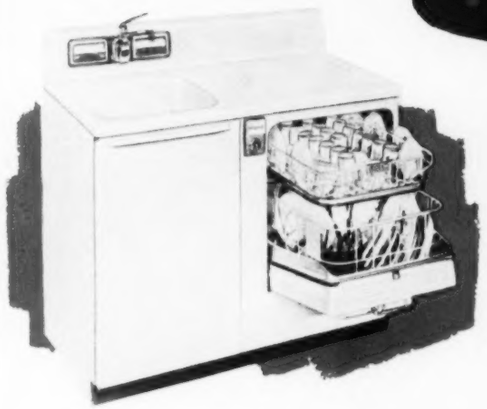
ROLL-R-RACKS

New! Easy loading . . . no racks to lift! Bottom rack can be rolled out and loaded with plates, silver, pots and pans. Upper rack then can be rolled out for glasses, cups and saucers. Upper rack may be reversed, end for end, to accommodate either large plates, or as many as 31 glasses.



CALROD® HEATING UNIT

Triple-Purpose Calrod Heating Unit acts as an auxiliary heater throughout the entire washing and rinsing periods ...maintains the temperature of incoming hot water . . . provides clean, pure heat, circulated by impeller, for safe, hygienic drying of dishes, and for convenient dish warming.



Let's face it! No woman *really likes* to wash dishes. Furthermore, she will not trust the job to a dishwasher in which she can't be sure of results. So here's the answer to both her problems . . . The Great New 1953 Hotpoint Automatic Dishwasher . . . the only ***Real*** dishwasher . . . the dishwasher to put new life in your dishwasher sales.

Hotpoint has a model for every kitchen. The 48-inch combination dishwasher-sink and the 27-inch free-standing or under-counter models are available with gravity or pump drain. Pump drain models can be readily adapted to existing plumbing, and reduce installation costs as much as 50%. All models have Hotpoint's famous Front-Opening.



Get in touch with your Hotpoint distributor and get set up to sell the Automatic Dishwasher most women want . . . Hotpoint.

gress!

HES DRYERS • ROTARY IRONERS • DEHUMIDIFIERS • CABINETS

HOTPOINT CO. • (A Division of General Electric Company) • 5600 West Taylor Street • Chicago 44, Illinois

TAG YOUR FAST MOVERS...



PHOTOGRAPH BY SARRA

and you'll find trusted brands build better business!

We'd like to make you a little bet.

If you'll tag a dozen items in your store that have fast, steady turnover, you'll find a dozen recognized brand names.

Such brands are your best sellers!

You know why. Your customers are pre-sold on brands. They come into your store with full confidence in certain makes. Naturally, brands like that take less time to sell. And your customers walk out pleased with each purchase. (If a complaint should arise, responsible brand manufacturers stand behind you in making good.)

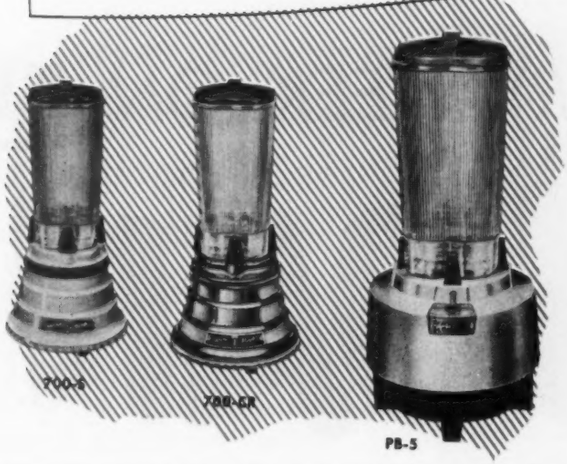
That's why *you* make more money and more friends, the more you promote and advertise recognized, responsible brands! Write for free material that can help you establish your store as a *top brand names store* in your community.

BRAND NAMES FOUNDATION
INCORPORATED
A Non-Profit Educational Foundation
37 West 57 Street, New York 19, N.Y.

Win national recognition with a Brand Name Retailer-of-the-year Award!



WATCH Waring®!



WATCH WARING MOVE BLENDORS THIS FALL!

Sure, there's been electric blender advertising before. But the electric housewares field has *never* seen a coordinated advertising and promotion campaign like this!

ADVERTISING month after month in leading magazines—using *several* completely new sales appeals! Here's your way to produce store traffic in unprecedented numbers—turn more "shoppers" into *buyers!* And that means immediate sales of Waring Blendors in real volume!

POINT-OF-SALE material integrated with compelling national advertising. What it takes to bring 'em in, close sales faster, easier.

TIE-IN PROMOTIONS that will make your customers Waring Blendor conscious as never before, give you new opportunities to increase your sales at full mark-up.

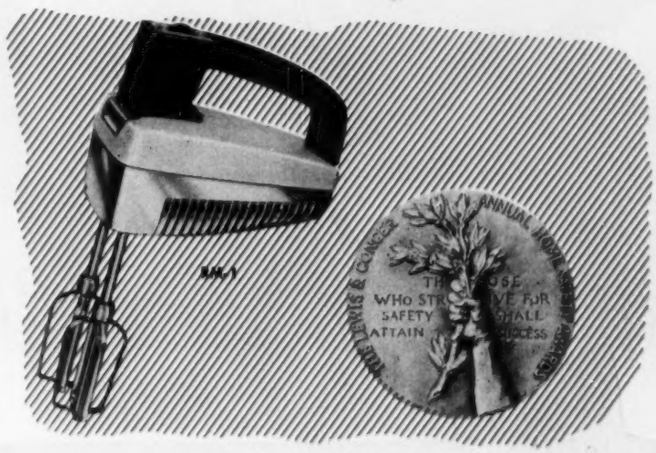
WATCH WARING MIXORS INCREASE SALES!

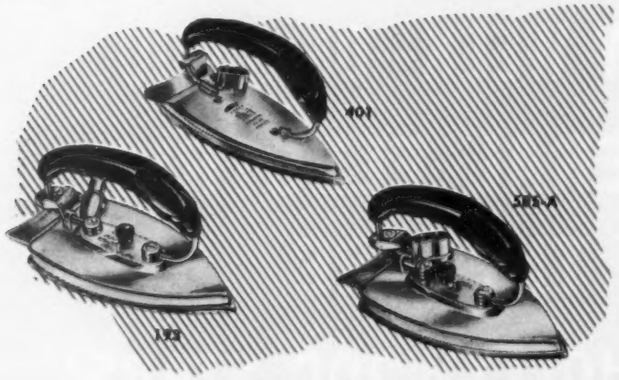
Cash in on *two* big markets for hand mixers—for homes that have never had a mixer of any kind—and for homes that already have stationary mixers! (Here are thousands of prospects for easy-to-use portable mixers.) Winner of the Lewis & Conger Safety Award, Waring is the finest mixer you can sell—an eye-catching beauty with power to spare for every mixing job!

ADVERTISING throughout the Fall that adds the power of the Waring name to the sales appeal of the finest hand mixer on the market. Hard-hitting advertising that tells and sells both types of customers—their mixer buy is Waring!

POINT-OF-SALE helps and promotional ideas that help you cash in on Waring's record-breaking national advertising.

TIE-IN PROMOTIONS that tap the biggest source of mass-market sales! Get the details from your Waring distributor—be the first in your area to latch on to hottest promotion idea that ever sold mixers!





WATCH DURABILT IRON SALES ZOOM!

Your third big Waring selling opportunity! Be sure to stock, promote and sell Durabilt Folding and Travel Irons. There are three models—for overseas travel (with fool-proof fittings and fuses; for trips in these United States (either 115 or 230 Volts A.C.); and the first fully automatic folding iron (great for your back-to-school promotion).

ADVERTISING in top national magazines backs Durabilt Irons. Memorable cartoon ads with plenty of sell open up new sales opportunities. There's tie-in point-of-sale material, too. So build up your Durabilt stock before you enter the big Fall period of back-to-school, travel and gift selling.

WATCH WARING WORK FOR YOU!

Waring®

**BOOTHS 723-729
ATLANTIC CITY
HOUSEWARES SHOW**

WARING PRODUCTS CORPORATION, A Subsidiary of Claude Neon, Inc. • 25 West 43rd St., New York 36, N. Y.

G-E MAJOR APPLIANCES

EVERY WEEK — ON TV



EVERY WEEK ON **TV**

JOAN DAVIS

"I MARRIED JOAN"

CARY GRANT

RONALD COLMAN

JANE WYMAN

EVERY WEEK—ON RADIO

GENERAL ELECTRIC THEATRE

WITH TOP HOLLYWOOD STARS!

BOOST LOCAL SELLING POWER

and NETWORK RADIO!

Every week, Joan says, "Gee, G-E appliances are wonderful! See your G-E dealer— He's wonderful, too!"



You'll have twice as much television selling power when General Electric Major Appliances take over complete sponsorship of the Joan Davis show!

You'll have big-time radio coverage with a brand-new dramatic show!

Add this to the advertisements you'll be getting in every leading consumer magazine and hundreds of local newspapers—and you've certainly got the biggest appliance advertising program ever offered.

Over one half of your customers prefer G-E appliances to all others, right now. Watch that preference grow in your area, when you concentrate on G.E. and tie in with this great advertising!

Every Week . . .
ON NBC-TV

Every Wednesday at 8 P.M., EDT, the hit situation comedy show, "I Married Joan," will be completely sponsored by General Electric Major Appliances, beginning July 15.

Plenty of demonstrations right in the living rooms of your best prospects will make your selling job easier.

Starting July 9th . . .
ON CBS-RADIO

Every Thursday at 8:30 P.M., EDT—The General Electric Theatre. Each week a new play by a world-famous writer. Each week a new Hollywood star—such as Cary Grant, Ronald Colman, Dorothy McGuire or Jane Wyman.

A guaranteed hit show—and a star salesman for you!

Major Appliance Division, Louisville 2, Kentucky

GENERAL ELECTRIC



MAIN PURPOSE of this booth at LaSalle's Department Store's recent housewares promotion was to introduce a new steam iron, but each iron demonstration was concluded with a short pitch on a hand vacuum cleaner and then . . .



DEMONSTRATOR Selma Patterson ushered each prospect over to the Glamorene booth—where they got a competent demonstration of the vacuum cleaner.

Hand Vacs Steal a Show

The Westinghouse products booth at the LaSalle Department Store housewares promotion in Toledo, Ohio, was set up to sell steam irons. It did, but hand vacuum cleaners, benefiting from an incidental pitch and a follow-up demonstration, stole the show with 81 sales in a week

A STORY in *House & Garden* magazine gave buyer John I. Kreemer of LaSalle's Department Store, Toledo, Ohio, a good idea for a houseware promotion.

"*House & Garden* pointed out that there are eight million women who must leave their homes before 8:30 each morning for their jobs," says Kreemer, "and when they get home sometime after 5:30 they must do as much housework as the average woman does during the entire day. They must plan meals, cook, clean, wash, and iron.

"Our store has used the letters TNT in advertising for several years," he continues. "What it usually stands for is Top Name (Brands) in Toledo. But this year, we used it for Top Names in Time Savers. We built special clocks for all the demonstration booths, so women would be conscious of the time saved by using various electrical housewares."

Put Pitch on Iron

The two-week promotion was set up so that all appliances would be demonstrated for several days. The Westinghouse steam iron that was just being introduced to Toledo during the February promotion was planned for the second week.

When sales manager Al Brown of Wesco, Toledo, came to see Kreemer about plans for a tie in with the washer promotion later in the spring, the conversation switched over to the semi-annual houseware show. Kreemer mentioned that he often had used the hand vacuum cleaner successfully when he worked it at Sterling, Lindner & Davis store in Cleveland. Brown agreed to use it in the same booth with their steam iron. Westinghouse would operate their booth the second week.

"The first week of our show," Kreemer points out, "there was a big snow, and it hurt traffic. We were surprised to get some phone orders and by mid-week traffic was good. Despite the bad weather, it proved that the idea attracted prospects.

Backed Up With Ads

"We used seven full pages to advertise the 20 different demonstrations that we'd have going during the two week carnival," Kreemer adds. "It was the first time that we'd ever used the hand vac. So we used a 30 inch ad, and with the special fair trade offer from Westinghouse to price it at $19.95 we expected a few sales. But nothing like the 81 we sold in a week's time.

"The Westinghouse steam iron that we had put the booth in for, sold very well, too," Kreemer adds. "There were many irons sold during the show, and a few in the weeks after. In fact, we sold more than our original order.

With the special price, Kreemer admits they still might not have sold many hand vacs had it not been for demonstrator Selma Patterson, along with salesman Wendell Ott who came over to the store a week before the show and gave a special sales meeting to the store salesmen.

Rug Cleaner Helps

Another vital factor in closing sales was the way that Miss Patterson kept prospects' interest high. When she'd give a demo on the steam iron, she would mention the hand vac as an incidental item. Then when she sensed some interest, she gave a short pitch and ushered prospects over to a booth by the elevator where a full-time demonstrator talked about Glamorene rug cleaner.

The rug cleaner booth had been used for six months before the promotion, but provided the best gimmick to selling hand vacs. The rug demonstrator had been using the hand vac so long that she didn't appear to be making a special pitch.

"You could have knocked the price lower, and you still might not have sold a unit," Westinghouse sales manager Al Brown, points out. "It takes a good demonstration and knowledge of the product by the sales force. That is why we wanted each and every sales person to get the pitch from demonstrator Patterson and salesman Ott.

"Another item we thought helped put over the steam iron and hand vac," Brown adds, "was an offering of two steam irons to the two salesmen selling the most appliances during the show."

Unified Slogan

"So often, you can tie a promotion to a slogan like Time Savers, etc.," says Kreemer, "but the store has used the letters TNT for such a long period, that the tie-in this year on the same letters with a different meaning was a new thing with an old symbol. Each company that put on a pitch in their booth stressed the time saving factor. That is one reason why our hand vacs, broilers, Oster and Waring blender sales, were so high.

"If there are eight million women in the United States that go to work each day," Kreemer concludes, "and they have all that housework to do between the time they come home and go to bed, there are a number of them in Toledo. Judging from the results of our promotion, we found a lot of them."

End

Give them a dishwasher that's really ***work-free!***

Give them a dishwasher that ***washes 3 ways cleaner!***

then... WATCH THE PROFITS ROLL IN!



The day is here for dishwasher sales! We all know women waited . . . when it came to buying a dishwasher . . . until they could find the *one* that would be really work-free, that would really wash clean!

ROTO-TRAY HAS THE ANSWERS

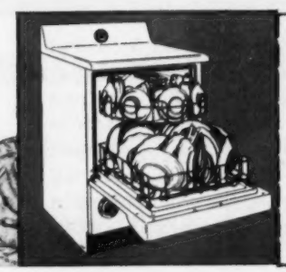
And here is the dishwasher they waited for—the American Kitchens Roto-Tray Dishwasher! This is the dishwasher you can demonstrate, that will prove, before your customer's eyes, that it does the very things she's been looking for.

It's the exclusive Roto-Tray that makes the difference . . . that turns to bring top-tray dishes through the vigorous streams of water, washing every dish 3 ways cleaner than by hand. It's work-free too . . . the pre-rinse does most of the preparatory work, then the washing cycle, then three rinses that leave the dishes sparkling and clean the tub itself. Easiest loading as the Roto-Tray turns like a Lazy Susan to keep loading area always in front.

Inexpensive to operate—easy to afford on monthly terms. Be ready for the growing demand for American Kitchens Roto-Tray Dishwasher *now!*

American KITCHENS
MAKE MONEY FOR YOU

Free-standing
Model DW24



American Kitchens Division, Dept. EM-7
AVCO Manufacturing Corp., Connersville, Indiana

I am interested in an American Kitchens franchise if one is available in my area. Please have my nearest distributor contact me.

*Name*_____

*Address*_____

*City*_____ *Zone*_____ *State*_____

3 BIG REASONS ARE SWINGING



Makes Ice Cubes Without Trays!

AND PUTS 'EM IN A BASKET

AUTOMATICALLY!



8 NEW COMPRESSION ELECTRIC MODELS

Whether your customers prefer gas or electric, Servel provides your best opportunity to satisfy 'em all! And, for the first time in history, you can *live-action demo* a refrigerator! Prospects actually see Servel make ice cubes without trays, automatically! Now is the time to tie in with this miracle development! Servel's dramatic demonstration is the most powerful sales-closer in the industry! Servel's Proof of Superiority Campaign is doing a bang-up pre-selling job, from coast-to-coast . . . creating prospects in your area . . . injecting new excitement into the refrigerator picture! Cut yourself in on the profits and the profit-protection that only Servel can give you! Contact your Servel distributor today!

Servel

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana
In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

WHY DEALERS TO SERVEL

1 Servel has refrigeration's only unique and exclusive demonstration feature! Makes ice cubes without trays and puts 'em in a basket, automatically!

2 Servel permits customer choice of gas or electric! 26 fine refrigerators, 6 to 11½ cu. ft. 1 and 2 door models! Priced for every pocketbook!

3 Servel backs you with a "Proof of Superiority" program that protects your profits while the product proves itself right in the customer's home! Servel's record-smashing ad drive is pre-selling these prospects now—right in your local area! Call your Servel Distributor TODAY!

Aladdin Never Had A Lamp Like THIS!



The Modern Magic of Infra-red Sells Itself!

VIKING HEAT LAMP Model VPL-1

$6.95 Retail
(Fixture alone — Model VPL $5.85 Retail)

Magic penetrating qualities of infra-red heat serve countless uses in the home:

- **Therapeutic** — For sore muscles — ask your doctor about sinus and arthritis, too.
- **Drying** — Quick-dries hair, nail polish, clothing, family pets, bread crumbs — you name it!
- **Warming** — Warms the baby or your cold auto engine, poultry houses and hotbeds. Helps ripen fruit and germinate seeds!
- **Thawing** — Defrosts refrigerators, thaws frozen foods, frees grease-clogged pipes.



Magic versatility, too!
Viking's new, exclusive-design Infra-red Heat Lamp is unique and versatile —

- Also holds an ultra-violet sunlamp bulb, spot reflector, photo-flood or incandescent bulb
- Stands alone, hangs on wall, clips on furniture
- Neck adjusts in almost any direction
- Wire guard protects bulb and user



And here's *Magic Sunlight* available **when** you want it, **where** you want it!

A healthy tan for the whole family — all year 'round! TAN for *health* — TAN for *good looks* and *youth* — and a supplementary source of *Vitamin D* for children during winter months.

Use it wherever there's an electrical outlet —

BATHROOM • BEDROOM • OFFICE • CLUB

VIKING SUNLAMP Model VPL-1-S

$14.95 Retail

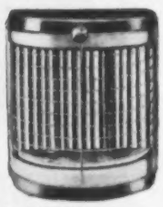
VIKING'S NEW *Fast-Selling* HEATERS



The Nassau
Model VPH-A
Portable Radiant Heater
$7.95 Retail

Efficiency plus Economy

A conveniently small, extremely portable radiant heater with a comfortably large beam of heat. Durable, attractive and economy-priced — the Nassau operates on only a few cents per hour at national average rates.



The Bermuda
Model VPH-B
Portable Radiant-Convection Heater
$14.95 Retail

Two efficient heating methods in one —

. . . a strong beam of clean, odorless, radiant heat *PLUS* gently circulating convection currents of warm air. Warms a whole room quickly and naturally . . . attractive . . . light and easy to carry . . . easy to clean . . . economical.

VIKING PRODUCTS MAKE YOUR JOB EASIER!

Ask your distributor or write Dept. E7

VIKING Manufacturing Co., Inc.
Stratford, Connecticut

The Dishwasher Is 40 Years Old

CONTINUED FROM PAGE 78

to consider the washer being converted into a dishwasher.

In 1950, the firm started seriously into the manufacture of the mobile type dishwasher and has been manufacturig dishwashers from that day.

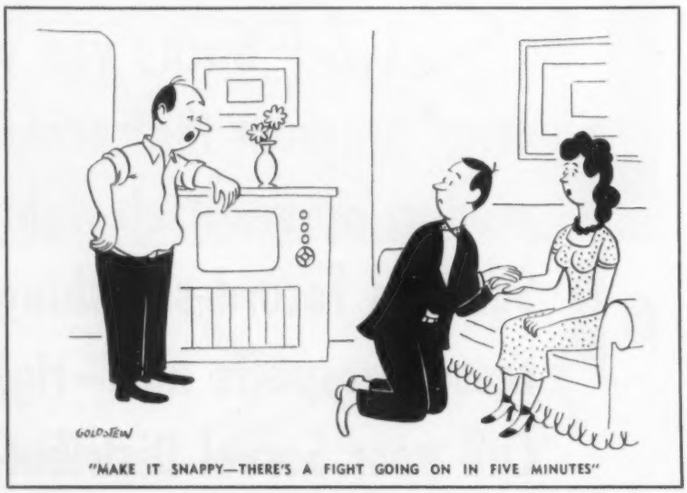
To get back to the Walker brothers. In 1924, they formed the Walker Dishwasher Corp. and produced some 600 dishwashers. That year also saw the first combination sink and dishwasher produced—a streamlined model that was further perfected in 1928. This famed "8 by 8 by 8" dishwasher-sink sold some 600-800 units, but had one drawback: it took a hoist or winch to install in the kitchen because it was made of cast-iron.

In 1930, the General Electric Co. acquired the controlling interest in the Walker Dishwasher Corp. and assigned the manufacturing to its affiliate the Edison General Electric Appliance Co., now the Hotpoint Co. In 1932, 732 General Electric dishwashers were produced and sold. Marketed in a 24-inch wide unit with a porcelain top, and in a variety of stainless steel sink models from 48 to 72 inches in length, the machines were top-loading and manually-controlled. Fourteen operations were required to wash one load of dishes. However, thousands of these machines were subsequently sold, many of which are still in use. In 1936, Hotpoint brought out the first dishwasher under its own trade-name. It was an all-steel, white enameled model and the first to have a front opening for convenience of operation. By 1940, the first automatic electric dishwaster was introduced.

All of this earlier history carries us up to World War II—nearly 30 years after the introduction of the first electric dishwasher. It is estimated that approximately 150,000 dishwashers of all types had been sold prior to that time. Many of these have long since been discarded, of course, but probably half of them are still in use. In the 1920's, sales never exceeded 10,000 units a year. By the 30's, they fluctuated between 10,000 and 20,000 units annually. All production virtually ceased during the war years, but development and design was continued and many companies made plans to invade the post-war markets with new models and new promotions. The first post-war year, 1946, saw only a few thousand units produced, but in 1947, 120,000 were sold and the following year sales jumped to the quarter-million mark. They fell to 160,000 in the slump of '49, but rebounded to 230,000 and 260,000 units respectively in the next two years. Last year they slumped again to 175,000 units—a decline that has caused considerable speculation in the trade as to its probable future.

However, more and more companies began to invade the field in the post-war years. From the new product files of ELECTRICAL MERCHANDISING, we see the following companies introducing new dishwashers: Modern Maid Co. (1945), Hotpoint (1945), Westinghouse (1945), General Electric (1946), American Central Mfg. Co. (1946), Lake States Products Co. (1947), Jackson Dishwasher Co. (1947), Kitchenoaid Division, Hobart Mfg. Co. (1948), Apex, who acquired Lake States Products (1948), Lynnbrook Co. (1949), Applied Products (Matic-Maid) (1949), American Dishwasher Corp. (All-American) (1949), Cory (1950), Youngstown Kitchens Div., Mullins Mfg. Co. (1950), James Mfg. Co. (1950), Crosley Div., Avco Mfg. Co. (1952), Universal Major Appliances (1952) and Cribben & Sexton Co. (combination range-dishwaster). Some of the older established companies in the business, of course, brought out many new models and improved designs during this period. The list is intended merely to show the variety of companies entering the field postwar.

And so the electric dishwasher has had a comparatively long history. Yet today it may be said to be only the threshold of its career. It merely requires the same promotional effort that got the washer, the refrigerator, and other accepted appliances off to a flying start and sales in the millions of units annually. *End*



"MAKE IT SNAPPY—THERE'S A FIGHT GOING ON IN FIVE MINUTES"

"I SOLD 20 SERVEL ELECTRIC FREEZERS IN 20 DAYS!"



Carlton C. Hackett

North Main Street, Woodstown, New Jersey

3 Chest-Type (9, 15, 22 cu. ft.)
3 Upright Models (11, 15, 22 cu. ft.)



Model HF-153
15 cu. ft.



Model VF-113
11 cu. ft.

EXCLUSIVE "COLD-SEAL" CONSTRUCTION

"20 Servel Freezers sold in 20 days is routine business for me!" says Carlton C. Hackett. "What's more, my satisfied customers provide me with a steady stream of prospects." Now is the time to cut yourself in on this big freezer business! Powerful national ads are creating Servel Freezer prospects right in your own area! And remember the Servel food plan eliminates food-business headaches for dealers... food retailers handle all the details... and you make full mark-up on all your freezer sales! Profit with the most complete freezer line in the world... contact your Servel distributor today!

25% OFF FOOD PRICES!

Servel's food plan gives your customers 25% off on up to $200.00 worth of food purchased at any local food store in stocking the new Servel.

Servel ELECTRIC FREEZERS

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

Over 200,000 sales in HUGE MARKET

Increased production opens opportunity

Sensational invention makes complete dishwashing as fast and easy as scraping only! A volume seller . . . no installation problems!

Dishmaster is your answer to volume sales and big profits in the fast-growing dishwasher market.

More Dishmasters have been sold than any other dishwashing device. In California over 200,000 are in use—but the *lion's share of the market has never been touched.* Now with the easing of material shortages, it has been possible to vastly increase production. There's a wide-open profit opportunity in practically every section of the country.

Look at the product advantages. Dishmaster makes complete dishwashing as easy as scraping. It takes up no floor space as it is a permanent sink fixture that replaces standard sink faucets. It combines dishwasher and swing-spout mixing faucet in one trim unit—finished in eye-catching, high-polished chrome.

Here's a "demonstration natural"—with a record of real sales success. Every home with a kitchen sink is a logical prospect. Get in on the ground floor in your area. Send coupon for details.

Beautifully styled for buy-appeal and priced for the mass market. Fits any sink. Wall- and table-mounted models. Well suited for customer installation.

DISHMASTER

The Push-Button Dishwasher

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN



$49.50

retail

home-conscious California prove

for DISHMASTER

for new distributors and dealers



Dishes, pots, pans, glasses, silverware all come sparkling clean—fast! Aerated suds pour through nylon brush at touch of a button. Dishwashing time is reduced to the time it takes to prepare dishes for costly "automatic" washing.



Dishmaster uses any household detergent. Integral tank holds solution for full day's washings for average family. Completely foolproof. No special piping or wiring is required. Change from rich suds to clear water is instantaneous.



With diverter valve in down position, water flow is through spout. When diverter valve is lifted, spray is activated. Spray can be used for rinsing, cleaning vegetables. Yes, Dishmaster does all jobs—at sensationally low cost.

NATIONAL ADVERTISING BACKS DISHMASTER DISTRIBUTORS AND DEALERS

Millions of people are being told about Dishmaster . . . the sensational push-button dishwasher . . . through the major national magazines. Sixteen publications are scheduled for 1953. Special promotional and tie-in material ready for dealer use.

Send coupon today for details of

the DISHMASTER *deal*

for dealers and distributors

GERITY-MICHIGAN CORPORATION
Dept. Y-9, Merchandising Division
10 S. Superior Street—Toledo 4, Ohio

Send me full information on the Dishmaster Deal.

I am a distributor ☐ *a dealer* ☐

Name_____

Firm_____

Address_____

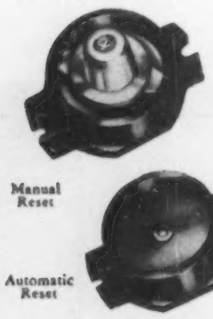
City_____ Zone____ State_____



Organ Manufacturer Keeps Customers Singing With KLIXON Protectors

MACUNGIE, PA.: Mr. Jerome Markowitz, President of the Allen Organ Company, *makes sure* Allen organ motors won't burn out — with Klixon Protectors.

"We insist that the motor which is included in the "Gyrophonic" speaker mechanism of our electronic organ be equipped with Klixon overload protectors. This not only offers motor protection, but also prevents "disintegration" of the morale of a customer whose instrument burns out."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2507 FOREST ST., ATTLEBORO, MASS.

Detergents—Made Dishwashers Possible

CONTINUED FROM PAGE 84

The addition of chlorinated phosphates in a correctly formulated dishwashing compound is relatively new and looks promising, according to detergent chemists. Chlorine aids detergency. It causes water to sheet off surfaces rapidly, resulting in good drying, and lessening considerably the danger of water spotting. It also aids in removing food stains, such as tea, coffee, etc.

Finish, in national distribution since January, 1953, is described by its maker, Economics Laboratory, Inc., as a product for "tough job" dishwashing. They say: "Where the dishwasher owner has soft water and carefully controlled operating conditions Electrasol does the job. For customers who have difficult operations particularly those plagued by water spotting. Finish is the product." Already Finish is included among the recommended detergents in instruction books of three manufacturers.

Thanx, a chlorinated product recently introduced by Calgon, Inc., has been field tested for almost two years by commercial and institutional users. It has phenomenal detergency, according to the Calgon chemists. It appears that these chlorinated products are valuable additions to the detergent picture.

The Final Rinse

The need for more than one detergent application in a complete washing cycle is successfully solved by Hotpoint in its 1953 models. A dual-detergent dispenser in these models contains a double charge of detergent to treat not only the first wash, but the second one as well, with equal doses of detergent.

James also has solved hard water rinsing with a feeder that automatically injects a dose of Calgon into the final rinse.

According to some detergent makers, too little attention has been given the detergent dispensing angle of dishwasher design. One or two of these people say that if a dispenser could be devised to permit a small carry-over of detergent to the final rinse the hard water deposit problem would be licked.

Makers of Chat, recognizing the desirability of a detergent carry-over to the final rinse, devised a syphon type dispenser—a metal, cup-like device into which a tablespoon of Chat is placed. The dispenser is hung in the upper rack of the machine. During the wash cycle most of the detergent is syphoned out, but enough detergent is left in the cup to provide some of the wetting agent for the rinse water.

Water 10-Grains and Harder

According to the Culligan Soft Water Institute, 85 percent of the U. S. and Canada has hard water. (See map.) Water from 5 to 10 grains of hardness is considered moderately hard. It may be treated with packaged, non-precipitating softening chemicals. Water over 10 grains is considered very hard, however. The city water department in each community will tell the condition of the water to anyone who inquires. Where it is excessively hard, mechanical water softening equipment, using a material such as zeolite, or a water softening service may be advisable. Even zeolite softened water can lead to water spotting problems. The mineral in the hard water is not removed by the zeolite, it is only changed. The new mineral does not form curds, but if a droplet is evaporated on a glass, it will still leave a white spot.

To sum up, here are some suggestions offered by dishwasher detergent makers for insuring satisfied dishvasher customers:

1. **Know your dishwasher detergents—their advantages and disadvantages.**
   - (a) **Investigate each brand recommended by the manufacturer of the product you handle.**
   - (b) **Become authority, through actual use, on which detergents are best for the community you serve.**
2. **Know the water hardness problems of your community.**
   - (a) **If it consistently exceeds 10 grains, recommend a pennanent mechanical softener or a water softening service.**
   - (b) **For a minor seasonal hardness, know the best chemical (packaged) conditioner for your area.**
3. **Instruct customers on the importance of racking dishes carefully, according to manufacturer's directions, so that all surfaces get full impact of water force.**
4. **Impress customer on the importance of studying manufacturer's instruction books on:**
   - (a) **Brand of detergent.**
   - (b) **Amount detergent to use per load. (Usually a little is better than a lot).**
   - (c) **How to correct tea, coffee and iron staining.**
   - (d) **Washability of various items such as plastics, vitreous and non-vitreous china; silverware, aluminum pots and pans.**
5. **Before installing the dishwasher investigate the adequacy of the hot water supply in customer's home.**

End



"EVENING, SIR. WOULD YOU LIKE TO BE FREE OF THE DRUDGERY OF WASHING DISHES BY HAND?"

HIGH QUALITY CONSTRUCTION
TOP STYLING
LOW PRICES

SELLS

THE DUCHESS FAST IN ANY MARKET!!

You've got what you need — with Duchess — to increase your washer volume. Duchess high styling and low price tags are an unbeatable combination. And you can depend on the Duchess to satisfy in the laundry on every count . . . Feature the big 8-lb. Model A1-0-1 advertising leader for healthy store traffic and prosper with Duchess ten step-up profit models.

You can go places with the Duchess



10
STEP-UPS
including two Semi-Automatics



MODEL A9-0-7
Semi-Automatic



MODEL A14-0-1
Semi-Automatic

Duchess

THE DUCHESS CO.
FAIRFIELD, IOWA

Write or phone for name of your Duchess distributor.

In CHICAGO, your



medium is the CHICAGO TRIBUNE

BY ANY YARDSTICK— market coverage, advertising leadership, dealers' preference, whatever facts you consider in the selection of media—the Chicago Tribune measures up as your No. 1 appliance medium in the multi-billion-dollar Chicago market.

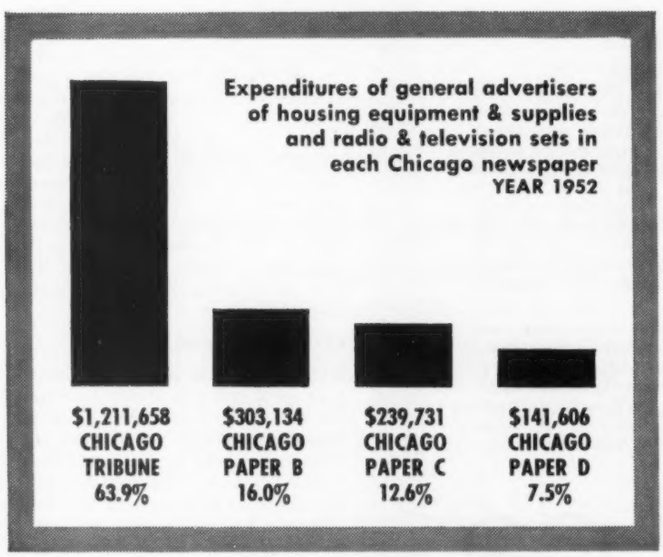
No. 1 with those who BUY appliances!

Hundreds of thousands more families read the Tribune than read any other Chicago newspaper. Reaching the people who buy most of the appliances sold here, the Tribune is the logical medium around which to build your Chicago sales drive.

No. 1 with those who SELL appliances!

To sell Chicago's largest, most responsive audience of home-minded readers, appliance manufacturers place more of their promotion funds in the Tribune than in all other Chicago newspapers combined. In 1952, the Tribune was first in the nation in housing equipment and supplies advertising.

TO GET MORE selling power out of every dollar of your Chicago advertising budget—to get out in front and stay out in front with Chicago dealers as well as consumers—make the Tribune your No. 1 buy.



For greatest neighborhood impact—consider the Tribune's Selective Area plan!

Thru the Tribune's unique Selective Area advertising plan, you can give your promotion increased local impact and get your Chicago area dealers to give your line special attention in their stores.

A Selective Area ad prominently identifies a different group of your dealers in each of the Sunday Tribune's five neighborhood sections. Each dealer gets practically the full benefit of your advertising in his immediate area. Each gets big space and large, effective circulation at low costs never before possible.

If you want more enthusiastic dealer support for your line in Chicago, find out for yourself why more than $2,500,000.00 already has been invested in the Tribune's Selective Area plan by appliance dealers, distributors and manufacturers.

For Details, Call Your Chicago Tribune Representative Today!

ADVERTISING SALES REPRESENTATIVES

Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier	E. P. Struhsacker	W. E. Bates	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	1127 Wilshire Blvd.
SUperior 7-0100	MUrray Hill 2-3033	WOodward 2-8422	GArfield 1-7946	Michigan 0259

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.



Sunbeam CORPORATION

Look what Sunbeam says:

"The high standard of QUALITY assured by our specifications is the customer's guarantee that every Sunbeam appliance will perform *correctly*.

In achieving quality, heating elements are a primary consideration. Such units must not only be long-lived, but must deliver heat *evenly* from all points on their surface, in order that "hot spots"— detrimental to good cooking—will not occur. This means that electrical resistance material used in heating elements must be extremely resistant to high temperatures and corrosion, and absolutely uniform thruout.

The remarkable stability and uniformity of Nichrome resistance wire has consistently fulfilled these conditions—giving us *peak performance* in heating elements of our coffee brewers, toasters, irons, and other products.



Sales-building appliances exemplify Sunbeam's production watchword: QUALITY

We have found that when a Sunbeam appliance goes into a house, it is soon followed by others. Here is striking evidence that Sunbeam, plus Nichrome, stimulates that *extra* measure of satisfaction which creates sincere enthusiasm and complete confidence."

Yes, Nichrome heating units assure user satisfaction—and satisfied users mean faster turnover, more new business, *more money in your pocket*. Where electrically heated appliances are concerned, you'll certainly profit most when you can say to your customers: "Heating elements are of Nichrome."

Nichrome * is produced only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.

*T M. REG. U. S. PAT. OFF.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

Food Plan Exclusive

CONTINUED FROM PAGE 96

spots during the day. However, the only place that you can promote the freezer and the food plan is at a fair or carnival. The radio reaches the rural market better than a newspaper, he believes, and the rural market is an excellent prospect for freezers with or without the food plan.

Bonus Plan for Sales

Not only are prospects getting extra money for sales, but Marbro's also has a bonus plan for the sales staff.

Each month that sales reach 74 freezers, Brown puts $600 in a pot. The highest man gets $250. The four following get $125, $100, $75, and $50. "We want to keep our sales at about 100 freezers a month, and that is the best way," Brown explains.

"We try to help the customer by keeping the downpayment about as follows," Brown continues. "For instance, on a freezer that cost $600, a sale would work out like this:

Freezer price	$622.12
Payments each month	$30 for 24 months
6 Months food	$300.00 average
Payments each month	$50.00-$55.00 for 6 months
Downpayment on freezer	$75.00
Combined monthly payments	$70.00-$75.00 a month

"The customer gets her first six months' supply of food delivered free by Fred Styvesant of Hudson Food Lockers," Stan continues. "Our salesman often goes out on this delivery. But each time the customer renews her note for food, she doesn't need to come to us. She can deal directly with the bank and Hudson Food Lockers. We believe that this plan is good because the customer doesn't have any complicated plan to live with—no budget to make them watch how much food they get. They know they will realize no savings from the freezer and food plan until they have paid for the freezer. Many dealers endeavor to show that they can buy food in the beginning at great savings and that they are to the good from the beginning.

No Saving at First

"Hudson offers good prices, but it isn't a real saving until they have paid for the freezer," he adds. "For instance, they charge cost plus two percent for overhead on the meat. They do the wrapping of the meat in a plastic dip coating process called, Real Seal Thermo-Glaze which makes for better color and no flavor loss. Fruits and vegetables are cost plus 10 percent. This goes down as the volume goes up, and Hudson can buy in larger quantities.

Marbro's believe that you learn a few things about freezer plans after you've gotten into them. But dealer Stan Brown is glad he carefully waited and went into it only after he had studied his community thoroughly.

End

It's HERE! It's NEW! It's RCA!

EASY TO PLAY
EASY TO RECORD
EASIEST TO SELL!

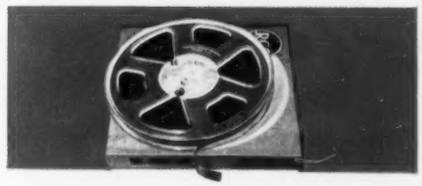


$189.95
SUGGESTED LIST

RCA PUSH-BUTTON TAPE RECORDER

The name, the features your customers want

- **THE RCA NAME** for unequalled consumer preference
- **APPEARANCE** as modern as this minute
- **PUSH-BUTTON** controls for easy operation
- **EASY THREADING** for easy demonstration
- **BETTER TONE, LONGER LIFE** through RCA engineering
- **RIGHT PRICE** for your customers—for you



. . . and here's repeat business

RCA Sound tape brings these high-ticket customers back again and again. Full RCA line includes Reel-Tab adhesive labels, Carry-All tape carrier, and Cover-All recorder cover.

CONTACT your RCA Victor Distributor today for information on the RCA PUSH-BUTTON Tape Recorder . . . AND RCA's *dealer kit and merchandising program.*

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS **CAMDEN, N. J.**

Does magazine editorial sell appliances?



Sales manager Tiley shows retailer Rocchi new merchandising aids.*

Caloric thinks so!

General Sales Manager Harold Tiley of Caloric Stove Corp. bought 2,000 blow-ups and 10,000 four-page folder-reprints of an appliance editorial feature from July McCall's. Here he shows F. L. Rocchi (right) of Snellenburg's, Philadelphia, one good way to put this material to work.

LOTS OF SMART MERCHANDISERS THINK SO!

So far in 1953, appliance manufacturers and public utilities have *bought* over 1,200,000 reprints and blow-ups of McCall's appliance editorials . . . proof of the sales power packed into these pages.

HERE'S WHY!

1. Only a women's magazine like McCall's can consistently influence family appliance purchases.

2. Only McCall's—with its responsive audience in more than 4,500,000 homes—can do this job so well.

*Ask your Caloric representative for copies of this material.

Carrying more appliance advertising than any other magazine for women . . .

McCall's



"There is nothing finer than a **STROMBERG-CARLSON**®"

STROMBERG-CARLSON COMPANY,
ROCHESTER 3, N. Y.



Hamilton backs 1954 with RESULTS ASSURED proof













Here's the laundry line of the year!

Hamilton, the originator of automatic clothes drying, now gives you a complete line of washers *and* dryers. Led by the magnificent new Companion Piece automatic home laundry, this new Hamilton line was tailor-made for today's market. There's a *sale* for every *shopper*, and no "poor relation" tagalong items to punch holes in your profits. See it...stock it...sell it—the 1954 Hamilton line, ready for you now!

Washday **RESULTS ASSURED** *mean*

sales **RESULTS ASSURED** *for you*

For franchise information, write

HOME APPLIANCE DIVISION

washer *and* dryer line of better laundering!



And here's the greatest sales story of *any year!*

Out of the laboratories of leading nuclear scientists comes this powerful sales story! New scientific method of measuring washability by radioactive tracers used exclusively by Hamilton offers modern-age proof of washday Results Assured!

Here's the answer for today's hard-to-sell shoppers, wrapped up in a promotional package that was planned with you in mind!

Results Assured...another *big first* from Hamilton, the originator of automatic clothes drying!

Your customers will be reading about Hamilton Results Assured in these influential magazines...



be ready with the line! be ready with the story! be ready for the sale!

go ahead with **Hamilton**

HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN





with
TURNER'S
NEW
UHF CONVERTER

these features sell!

- silver plated coaxial tuning elements . . . no sliding contacts
- smooth single knob tuning
- easy-to-read illuminated slide rule dial
- attractive mahogany plastic cabinet
- continuous tuning . . . 470 mc to 890 mc
- smaller size . . . 8 by 6 by 6 inches

Meet the demand for a truly quality UHF Converter . . . offer your customers the finest in UHF-TV reception . . . stock and sell Turner's new UHF Converter! In actual comparison tests, Turner gave clearer, sharper pictures **and** had a much lower noise figure than the other converters tested. Turner's UHF Converter is smaller than most too . . . takes less room on the receiver.

Carefully engineered for dependable performance to **reduce profit-cutting call-backs,** Turner's UHF Converter is built to perform . . . built to last! Simple attachments to UHF antenna or combination UHF-VHF antenna and TV receiver need but a one-stop installation trip.

The unit is self powered . . . uses channels 5 or 6. Converter is complete with all tubes and instructions for 110-120 volts, 50-60 cycles AC. Get the best . . . sell Turner!

TURNER UHF Converter, List Price.....$57.50

TURNER

THE TURNER COMPANY
938 17th Street N.E., Cedar Rapids, Iowa
IN CANADA: Canadian Marconi Co., Toronto, Ont. and Branches.
EXPORT: Ad Auriema, Inc., 89 Broad St., New York 4, N. Y.

The Market is Unlimited

CONTINUED FROM PAGE 87

percent. For retailers July of 1951 was the worst month with 4.90 percent, but in 1952 July was the best month with 11.04 percent. The conclusion, if any, seems to be that since dishes have to be washed every day in every climate and in all circumstances, dishwashers can be sold whenever a sufficient effort is made.

The Dealer's Share

So far the effort has been neither large enough or consistent enough at any level of the industry. Lest this sound like an indictment, it should be said at once that not all the lack of effort has been due to inertia. There have been other factors—the limited number of manufacturers in the business, for one example, the booms in other products, for another, the peculiar problems of dishwasher merchandising, for a third. Plumbing codes, plumber troubles, installation headaches have all been very real obstacles to sales. But the fact remains that dealers have been losing sales to other types of outlets. In 1948, according to Hotpoint figures, electrical dealers made 54.7 percent of dishwasher sales. By 1950 this percentage had dropped to 47, still the lion's share of the market, but in the same period builders had nearly tripled their share and plumbers had doubled their's. Some of these gains can be attributed to the development of the merchant plumber and to the interest of builders in products that will help them sell houses, but much of the dealer's loss can be attributed to neglect of the market.

When 36 percent of dishwasher buyers have to make their own arrangements for installation (as shown by recent Hotpoint research), and builders make arrangements for 38 percent more of them while dealers take care of only 18 percent, it is apparent that dealers have not been doing a complete, packaged merchandising job. In a recent survey made by this magazine—75 percent of the respondents said that they carry dishwashers. But one wonders how many merchants who carry dishwashers actually make an effort to sell them. It is probably a good guess that at least 70 percent of dishwasher dealers would say that the free home trial, whatever its benefits for other appliances, would not work for an appliance like the dishwasher. But it is being used and used successfully. The portable unit, new in recent years and now being manufactured in floor-standing models by several producers, is a natural for free trials and home demonstrations, either to sell itself or permanent plumbed-in machines. The portable has a still further advantage in that it opens up markets usually considered closed to permanent washers — apartment dwellers who don't want to make a permanent investment in somebody else's property, people with limited kitchen space, and people who are unable or unwilling to spend the money necessary for plumbed-in models.

Magic Million

Of plumbed-in models now being sold, the complete sink and free-standing units divide the market approximately equally between them. Drop-in models, according to one manufacturer, account for less than one percent of industry sales.

Whatever the breakdown of sales by types of units, it is certain that present income levels, home construction and living habits guarantee a potential market which many manufacturers are already beginning to cultivate. The 175,000 dishwashers sold in 1952 pushed ownership past the "magic million" figure—that point where a million or more units are in use and acceptance begins to multiply and, if the experience of other appliances is any criterion (see chart on page 87), dishwashers should start now to move with increasing rapidity toward the goal of eventual 65 or 70 percent saturation. *End*



"IT WAS OWNED BY AN ELDERLY COUPLE WHO HARDLY EVER GOT THEIR CLOTHES DIRTY—"

Dearborn AREA HEAT

makes sense to your customers

makes dollars for you!



Dearborn Area Heat makes plenty of sense to your customers because it costs *less to buy . . less to install . . less to operate* than any other type of heating equipment. It makes sense because it puts *uniform warmth* all over their house —*keeps* it uniform with individually controlled thermostats on every heater, in every area.

Area Heat can make plenty of dollars for you because it doubles and triples your Dearborn sales. Dearborn Area Heat sales are MULTIPLE SALES. You sell up to 6 or more heaters per customer instead of the usual single unit sale. And with every heater sold you automatically sell a Dearborn automatic control—extra profits thrown in with no selling effort on your part.

Now is the time to start your big summer Dearborn Lay-Away promotion. Make it a real promotion with the biggest sales and profits in your history by selling Dearborn Area Heat. Make MULTIPLE SALES and you'll multiply your profits!

We're putting the heat on Dearborn Area Heat—building a fire under profits for you—with a strong national advertising campaign in the nation's top magazines!

Ask your Dearborn representative about Area Heat if you don't already know the full story. Or write, call or wire us for more information. It's the most sensible, saleable, profitable way to sell heaters in heater history!

Dearborn STOVE CO.

1700 WEST COMMERCE ST., DALLAS, TEXAS

REGIONAL SALES OFFICES:

- Merchandise Mart, Dallas, Texas
- 5830 North Pulaski Road, Chicago, Ill.
- 513 Glenn Building, Atlanta, Ga.
- 303 Merchandise Mart, Kansas City, Mo.
- 3625 South Grand Avenue, Los Angeles, Calif.
- Merchandise Mart, San Francisco, Calif.

You Have A Good Sales Story...

when the appliance is equipped with a—

Lamb Electric

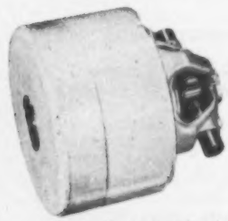
SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTOR**



Series motor parts engineered for floor polisher; adaptable to food mixers and other household appliances.



Lightweight universal motor for portable devices requiring a self-ventilated, high-speed motor.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

When it's a Lamb Electric motored appliance you can tell about excellent performance, about dependability, quiet operation and outstanding appearance . . . because the motor is *specially designed* for the product. These are some of the features which characterize all appliances equipped with Lamb Electric Motors, and are among the reasons why leading dealers the country over like to handle them.

The Lamb Electric Company
Kent, Ohio

In Canada: Lamb Electric—Division of Sangamo Company Ltd.—Leaside, Ontario

THEY'RE POWERING AMERICA'S *Finest* PRODUCTS

Lamb Electric

SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**

More Dealers Are Selling Them.

CONTINUED FROM PAGE 95

where dishwashers are still several years away from the $3.00 per week buyer."

Service

Once all the barriers to a sale have been beaten down and the dishwasher installed in the home the great majority of dealers, 82.41 percent of the respondents, take care of all necessary service. Slightly more than 10 percent leave it up to the distributor and the remaining 7.15 percent use other means to keep their customers happy and their machines running. But dishwasher service is apparently no great headache, because 63.18 percent of the dealers in the panel tell us that service calls are less frequent than for automatic clothes washers. Some 23 percent say the machine requires service about as frequently as an automatic clotheswasher and only 7.71 percent claim that it takes more work to keep a dishwasher going.

Some of this lack of service difficulty perhaps can be attributed to good instruction. One respondent, who subcontracts all plumbing and wiring and takes all responsibility for service, says "We have a full time home economist who completely demonstrates every dishwasher and this, in our opinion, is a must."

Another stresses the importance of good consumer instruction with the statement that, "Dishwashers are like automatic washers. The new owner must have instructions as to how to load the dishwasher, what kind of detergent to use in different locations, etc., and a dealer is not interested in selling them on the idea when they can get the merchandise through their plumber or contractor wholesale. It takes specialty selling on dishwashers; the customer is not going to walk in and take them away from you."

Sources of Sales

As might be expected, most dealers, 63.74 percent of respondents, get their dishwasher leads from satisfied users. Local and national advertising was checked as the best source of leads by 25.82 percent and 21.42 percent voted for walk-in prospects. Total answers, including 2.75 percent for direct mail, 8.79 percent for other lead sources and 1.09 percent "don't knows", adds up to more than 100 percent because many dealers checked more than one media as the best source of leads.

Few dealers use the free trial as a sales-maker; only 26.37 percent think free home trials are practical and an additional 4.40 percent split their answers to say that the free home trial is practical for portable units, impractical for plumbed-in machines. Although 79.12 percent said that portables do not sell better than piped units, several noted that they are using the portable with some success to sell up to built-in machines. As one dealer puts it, "We sold most of our units when money was free and people in the upper brackets would spend $428.95 for a dishwasher. Now the portable has a lot of value. I really believe the portable market will help us sell a few of the complete units."

A second says, "The portable dishwasher in a prospective home is the strongest factor in permanent dishwasher sales."

Whatever their opinions with respect to installation, sales, product and service of the dishwasher, the response of dealers in this survey indicates one standout fact: There is a growing interest in the appliance which right now is very likely at the highest peak in the industry's history. Eventually this interest is going to increase sales. In one case, at least, it already has. "As for this year," says a dealer, "we are already up with last year's sales. In fact, we have installed five units to date. In addition we are directing our outside sales force in a greater effort toward complete kitchen sales which, I think, will be our biggest source of dishwasher sales." *End*



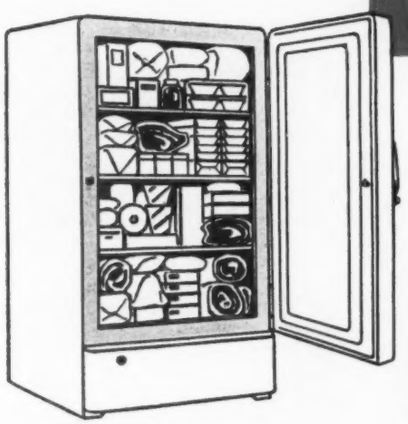
"HOW MUCH RAUCOUS LAUGHTER BY A CUSTOMER INDICATES HE THINKS A PRICE IS TOO HIGH"

LOOK AHEAD

1 YEAR
5 YEARS
10 YEARS

and you'll buy

Victor *Today!*

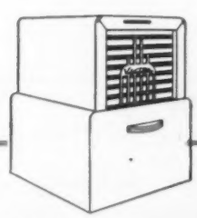


(Above) New 19 cu. ft. Victor Upright holds 650 lbs. of Food! (Available with Inner Shelf Doors at slight additional cost.)

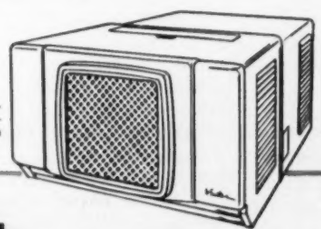


Victor chest type Quickfreezer . . . 8, 10, 14, 19, 21.5 & 25 cu. ft. sizes!

The single most important need of your business is the absolute knowledge that the equipment you buy and sell will give years of trouble-free service. It is that DEPENDABILITY that makes VICTOR your best buy. Mail coupon today for PROOF!



Victor Dehumidifier . . . removes excessive moisture (dampness) and prevents rust, mildew, and corrosion.



Victor Room Air Conditioner . . . exclusive three dimensional cooling with "push button" control.

VICTOR PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND

Gentlemen: Please send complete details on the Victor products checked below.

- ☐ Upright Quickfreezers
- ☐ Chest-type Quickfreezers
- ☐ Air Conditioners
- ☐ Dehumidifiers
- ☐ Commercial Refrigeration

Name _____

Address _____

City _____

State _____

FIRST NAME IN QUICKFREEZERS

Guaranteed by Good Housekeeping

Victor

UNSURPASSED QUALITY and Value in FREEZERS DEHUMIDIFIERS · AIR CONDITIONERS

A FARKHOUSER INDUSTRY

VICTOR PRODUCTS CORPORATION • HAGERSTOWN, MARYLAND



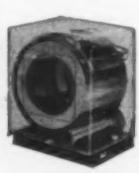
It's your chance to play the hero!

FEEL LIKE RESCUING a damsel in distress—at a profit? Several million of 'em? Then go out after those hapless housewives still tied down by the old-fashioned clothes line. A man with a slide rule tells us that hanging up a wash uses up enough of a woman's energy to lift a ton of coal 10 feet. Women tell us that their tired backs knew that years ago. That's a cue to sell 'em automatic dryers with the Lovell Drying System, if we ever heard one. Remind every customer of the Lovell Drying System features at the right.

1. *Thermostatic Dial Control provides:*
   (a) Automatic shut-off at desired dryness.
   (b) Complete heat range for any fabric.
2. *Vacuum Drying System* preheats air, has highest hourly drying rate, costs less to operate, reduces lint accumulation.
3. *New Extra-large Infrared Element* has three times more heating area, purifies clothes, dries them more gently.
4. *Easy-to-unload Door* is extra large, opens all the way. Gives full visibility.
5. *Air-cooled Cabinet* allows easy access for cleaning.
6. *Easy-to-clean Lint Trap.*
7. *Lint Trap Safety By-pass* prevents clogging if user fails to empty trap.
8. *Outdoor Humidity Vent* is easily connected at rear, if desired.
9. *Handy Clean-out Duct* to remove sand and small objects.

The Lovell drying system is used in 17 leading makes of tumble-type dryers, both gas and electric. Lovell Mfg. Co., Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.

America's newest household blessing



Lovell *Drying System*
ELECTRIC and GAS

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE



NESCO Broiler-Griddle

Nesco, Inc., Milwaukee, Wis.

Model: Nesco infra-red broiler-griddle that fits all Nesco 18- and 20-qt. oblong roasters.

Selling Features: Spring clamps attach broiler-griddle to upper edge of roaster-oven; scientifically spaced nicro elements in upper half of hinged unit; reflector drip pan is included with each broiler-griddle. Above elements is a large cast-aluminum grilling surface 10x14½ in.; open top construction; uniform heat pattern gives smokeless broiling and spatterless grilling.



HARDERFreez Freezers

Harder Freez Div. Tyler Fixture Corp. Niles, Mich.

Models: 2 Golden Leisure chest models in 15- and 20-cu. ft. sizes.

Selling Features: HC-15G holds 525 lbs.; HC-20G holds 700 lbs.; both models have hermetically sealed compressor with static condensor for quiet fanless operation; HC-15G has ¼ h.p. compressor; HC-20G, ½ h.p.

Refrigerant supplied through HarderFreez center plate coil dividing storage area also through single wrap-around coil at top of liner; both models equipped with super-density Fiberglas insulation; Touch-Dial temperature control; single, self-balancing safety lid with built-in interior light; warning light on freezer front; Sno-Flake storehouse with twin plexiglas doors; double juice racks hold concentrates; adjustable wire dividers; 2 handi-lift storage baskets; ventilated, recessed base; gold picture frame design; white baked-on enamel finish; blue gasket; gold and blue trim; chromeplated hardware.



WHIRLPOOL Dryer

Whirlpool Corp., St. Joseph, Mich.

Device: Whirlpool compact automatic clothes dryer.

Selling Features: Designed for small apartments, homes, trailers, camps, boats—wherever space is at premium; 8 lb. dry clothes capacity in cabinet 36 in. high, 24¼ in. wide and 24¾ in. deep; casters available as optional equipment; available for use with gas or electricity.

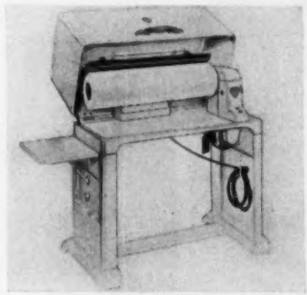
Exterior design a counterpart of Whirlpool automatic washer, and both machines will be merchandised as "The Compact Couple."

Two vane-type fans one at intake and one at exhaust; fan at intake draws air from louvers at front of cabinet to duct, over 4200 watt element and into drying tumbler; temperature thermostatically controlled at 170 degs. F.; safety thermostat automatically shuts off element if temperature exceeds this point; tumbler and heat are automatically turned off when door is opened, resumes where left off when door is closed.

Tumbler rotates approximately 50 rpm; 1-piece enameled steel tumbler with 3 vanes; perforations at back end of drum; 1/6 h.p. motor; screen type lint trap at rear, upper right of cabinet; removable for cleaning.

Vent adapter available for outside exhaust.

1-piece wrap around cabinet bonderized, baked-on white enamel finish.



APEX Ironer

Apex Electrical Mfg. Co., Cleveland, O.

Device: Apex automatic ironer.

Selling Features: 26-in. "floating" roll with both ends and full length open and usable, turns freely either way; smooth, even starts controlled by finger-tip or knee controls; twin thermostats controls at either end of shoe; 2-speeds, plus stationary setting for pressing; 35 in. long, 19 in. wide, 37 in. high, closed. Open for use it is 31 in. wide, 56½ in. long including end shelves.



COOLERATOR Freezer

The Coolerator Co., Duluth, 1, Minn.

Device: Coolerator UFB-125 space-saver upright freezer companion to Coolerator refrigerator.

Selling Features: Provides 12.7 cu. ft. capacity; holds up to 445 lbs. frozen food; new type expanded metal shelving provides fast contact freezing plus better controlled cold circulation throughout cabinet; coils are brazed to shelves; special ice cube freezing shelf facilitates faster freezing of cubes by direct contact with coils; middle shelf adjustable to 3 positions; may be raised or lowered to accommodate large or bulky articles; extra shelves on door for small items; sliding basket on nylon rollers in lower food compartment for storage of irregular items; positive cold control—may be set from zero degs. F. to minus 10 degs. F.

Vented door liner; self-leveling gliders; hermetically sealed ¼ h.p. compressor; Freon 12; snap action latch are other features.



SERVEL Freezer

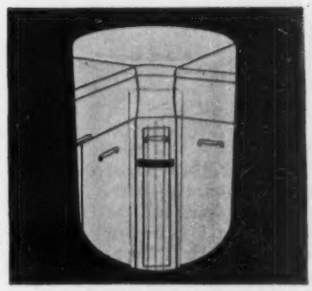
Servel, Inc., Evansville, Ind.

Device: Jumbo, upright No. VF-223.

Selling Features: Has 20 cu. ft. frozen food capacity; holds 700 lbs. food in freezing area, plus nearly 2 cu. ft. dry storage space in a tilt-out bin at bottom.

Features include rounded interior corners; trigger-action latch with built-in lock; juice shelf at top; 4 freezeplate aluminum shelves; aluminum interior; signal light to indicate refrigeration is in proper freezing zone; ¼ h.p. hermetically sealed unit; icicle blue and gold interior trim.

Other models in line include chest type freezers.



CROSLEY Water Heater

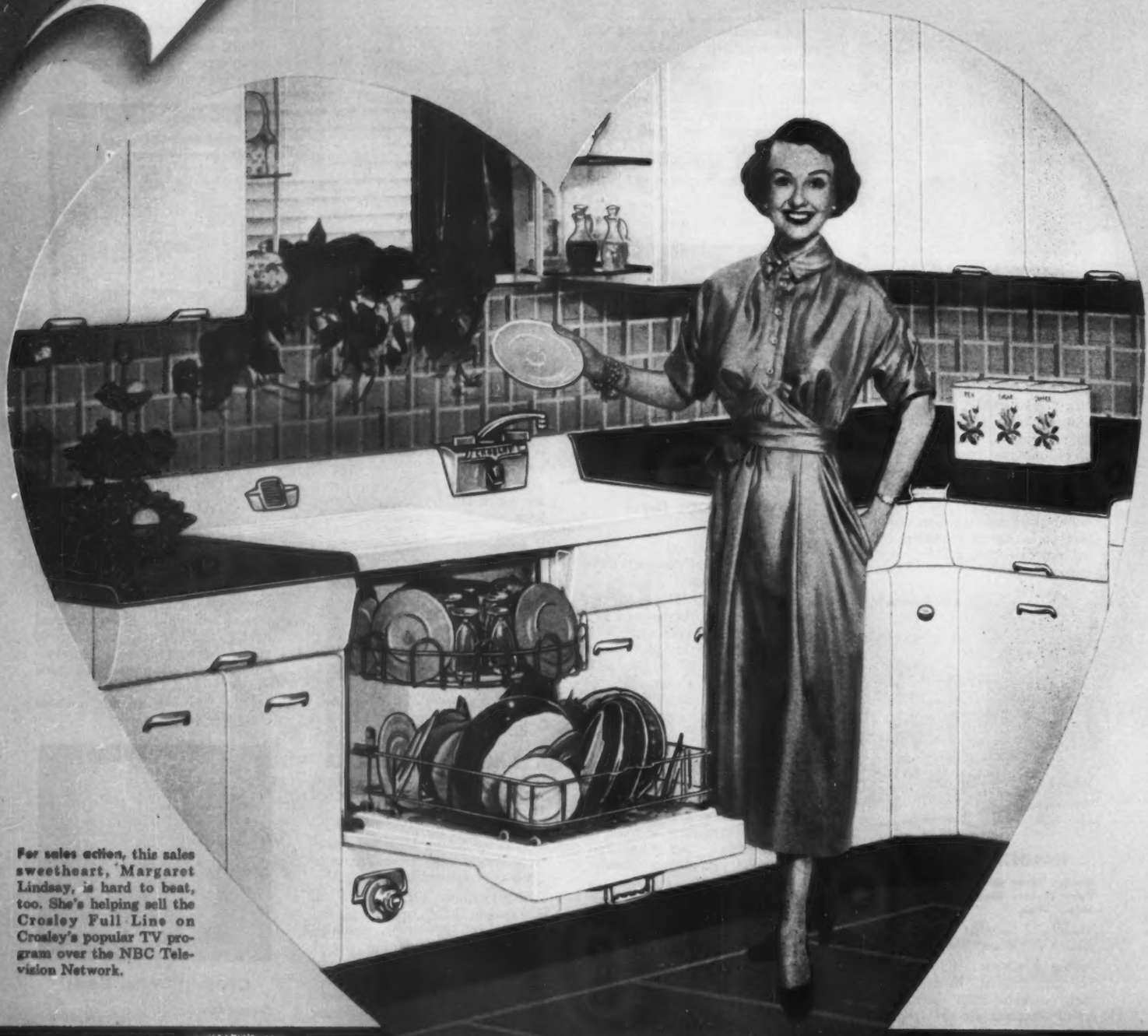
Crosley Div., Avco Mfg. Corp., Cincinnati, 25, O.

Model: New 50 gal. corner water heater No. CCD-50-D.

Selling Features: A custom model with a 50-gal. capacity and a double element unit with standard NEMA wattages: This model brings Crosley line to 32 models—custom and deluxe, ranging in size from 12 to 82 gals.

For Full Profit Sell the Crosley Full Line

For Sales Action...



For sales action, this sales sweetheart, Margaret Lindsay, is hard to beat, too. She's helping sell the Crosley Full Line on Crosley's popular TV program over the NBC Television Network.

REVOLVING **SwirlClean Tray**

Most convincing sales feature in any dishwasher!

Model DE-48—48-inch Crosley Automatic Dishwasher-Sink Combination shown—$439.95**. 24" Undercounter and Free-standing Models also available.

***Manufacturer's Suggested Retail Price.*

nothing tops "SwirlClean Action"

EXCLUSIVE WITH THE

CROSLEY
AUTOMATIC DISHWASHER

For lively sales you can't beat a live demonstration of a Crosley Automatic Dishwasher. It even convinces skeptics that Crosley assures clean—really clean—dishes. The SwirlClean Tray, exclusive to the Crosley Automatic Dishwasher, gently rotates through both washing and rinsing cycles. Thus there's no chance of dishes on the lower rack "blocking off" cleansing spray from dishes above.

Set up your demonstration model today. Now's the most opportune time you've ever had to make Crosley Dishwasher sales. Crosley's great Kitchen Planning Contest, just completed, has pre-sold thousands of prospects on complete Crosley Kitchens. Most of these qualified prospects *want* the Crosley Automatic Dishwashers!

Make sure prospects buy from you. Offer them the Crosley Dishwasher complete with installation. If you can't provide this service for your customers now, see your Crosley Distributor. He'll be happy to help you locate a reliable installation source.

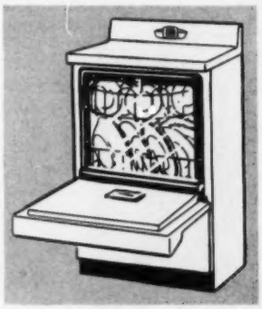
And don't forget, you can offer excellent terms that include the cost of installation. Like many other Crosley products, dishwashers can be sold with no down payment and up to three years to pay. You, of course, receive payment immediately. Your Crosley Distributor will help you locate a retail financing source, too.

Set your heart on bigger profits with the new Crosley Automatic Dishwasher.

Here's the newest and best way to sell dishwashers!

The Crosley glass demonstration door lets your customers see how the revolutionary SwirlClean Tray eliminates "hit or miss" washing. Demonstration door snaps easily into place. It is quickly removable, and it fits any one of the Crosley Dishwashers.

CALL YOUR DISTRIBUTOR for a glass demonstration door today.





This Crosley "Fun with Father" Promotion ..a top sales booster, too!

A tested and proven gift promotion loaded with chuckles and with sales. Complete with attention-getting ads, direct mail post cards, window banners, and point-of-sale displays. This entire promotion is designed to bring interested prospects to your store.

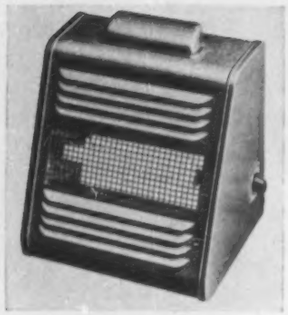
See your Crosley Distributor for more details on this promotion.

CROSLEY DIVISION AVCO MANUFACTURING CORPORATION CINCINNATI 25, OHIO

Better Products for Happier Living

Shelvador® Refrigerators · Shelvador® Freezers · Electric Ranges · Range and Refrigerator Pantries · Automatic Dishwashers · Home Laundry · Electric Water Heaters
Electric Food Waste Disposers · Sinks · Steel Wall Cabinets · Vinyl-on-Steel Continuous Counter Tops · Handy Accessories · Television · Radios · Room Air Conditioners

NEW PRODUCTS



THERMADOR Radiant Heater-Fan

**Thermador Electrical Mfg. Co.,
5119 District Blvd.,
Los Angeles, 22, Calif.**

Device: Thermador dual-purpose radiant heater fan.

Selling Features: Combination radiant-convection type heater; provides direct warmth through radiant "spot" heating while simultaneously heating the air set in motion by a fan; center compartment, equipped with radiant coil and chromium reflector, is source or instant warmth; reflector beams heat over wide radius; sloping front directs infra-red rays slightly upward.

Draws cold air from floor, and louvred front directs heated air downward and outward; thermostat maintains desired room temperatures; automatically turns off if accidentally turned over; small grille and louvre openings prevent contact with element; sienna brown baked enamel finish; available in 1320 or 1650 watts a.c.



VIKING Sunlamp

**Viking Mfg. Co., Inc.,
Stratford, Conn.**

Device: Viking combination infra-red heat lamp and ultra-violet sunlamp.

Selling Features: Unit includes an interchangeable fixture (VPL, an ultra-violet sunlamp unit (VPL-1-S); and an infra-red heat lamp unit (VPL-1); converts from infra-red heat to ultra-violet sunlamp with change of bulb; may also be used to hold a photo-flood bulb, spot reflector or standard incandescent bulb; designed to stand on table, hang on wall or clamp on furniture; can be beamed in a 180 deg. arc vertically, and 360 deg. horizontally; folds for storage; wire guard protects bulb; 9½x10½x6 in., comes complete with GE or Westinghouse 250-watt bulb or 275-watt sunlamp bulb.



BARTON Washer

**The Barton Corp.,
West Bend, Wis.**

Model: Barton Controla-Speed Washer No. 54S.

Selling Features: Tub has 10 lb. dry clothes capacity; 4-vane aluminum agitator; Lovell safety bar release wringer; heavy duty, sealed-in-oil transmission; ¼ h.p. Packard motor; waist high controls mounted on wringer column; full skirted chassis white baked enamel finish; Controla-Speed features 3-speed control for agitator and wringer, makes possible selection of correct agitator speed for washing various fabrics, also most convenient wringing speed.

This is one of 7 models in Barton washer line.



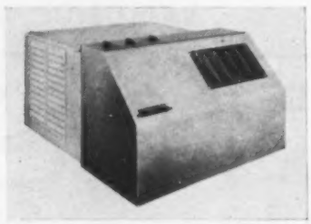
FRESH'ND-AIRE Dehumidifier

**Fresh'nd-Aire Co.,
Div. Cory Corp.,
221 N. La Salle St.,
Chicago, 1, Ill.**

Device: Improved Fresh'nd-Aire portable dehumidifier, D750 A.

Selling Features: A handy on-off toggle switch is located on top of cabinet; new larger, removable In-A-Drawer container of fiberglas, catches water; gripper-edge on slot of drawer makes it easy to carry; knob on front of drawer unscrews so hose can be attached to run a floor drain; unit is 17¼ in. high 11¼ in. wide and 18½ in. long; weighs 52 lbs.; equipped with carrying handle; controls moisture in areas up to 10,000 cu. ft.; removes up to 3 gal. moisture every 24 hrs.; ⅓ h.p. condensing unit draws 200 watts; a.c. only.

Two accessories are available—an automatic timer to turn unit off and on at specified times; and a dolly complete with 4 swivel casters for easy portability.



NATIONAL Air Conditioners

**National Steel Construction Co.,
301 Water St.,
Logansport, Ind.**

Models: National window air conditioners.

Selling Features: Cools, circulates, filters, dehumidifies; comfort zone cooling provided by high air deliver and near vertical pitch of fixed position louvres which forces cool air upward only; reverse flow noise trap; foam rubber lining and insulation throughout; finger tip control of air damper makes possible control proportion of inside and outside air circulation; air is located on underside of cabinet away from curtains; outside air is drawn through an air scoop at back and bottom of unit; dehumidifies and disposes of vapor by means of vaporization coils; easy to install, lightweight housing can be bracketed to window sill before heavier chassis is put in place; available in 2 sizes: ½ h.p. for rooms up to 300 sq. ft. ¾ h.p. model for rooms 425 sq. ft. thermostats are standard on ½ h.p. model and optional on ¾ model.

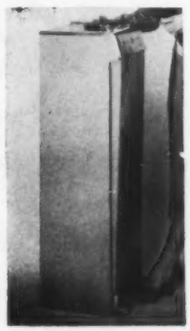


ELECTREND Heating System

**Electrend Products Div.,
St. Joe Machines Inc.,
St. Joseph, Mich.**

Device: Electrend electric circulating air heating systems.

Selling Features: Heating unit fits inside partitions or walls of a house, taking up no floor space; operates on new principle—warm air risen to ceiling is drawn into unit at ceiling by fan, air is pulled over element and heated to desired temperature, then circulated at floor level; ducts remain at room air temperature; modern plug-in thermostat controls air temperature automatically; dual switch operates fan alone for air circulation in hot weather; one or more units can be installed in each room; heating element, inside duct, uses about same wattage as flat iron, but never glows red hot; intake grille at ceiling is 6½x6½ square; hot air exit at bottom 8x5½; duct is 8 in. wide and 84 in. tall; switch and thermostat located 84 in. from floor.



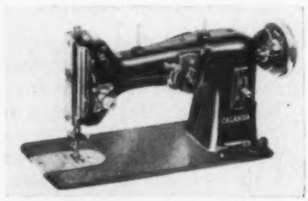
G-E Water Coolers

**General Electric Co.,
Air Conditioning Div.,
Bloomfield, N. J.**

Models: Redesigned line of G-E water coolers.

Selling Features: New styling features stainless steel front apron at top with a louvered front panel that tapers in from top to bottom; grey hammered finish; 41 in. high, 14½ in. wide, 12⅞ in. deep; requires 30 percent less floor space than former models; bubbler guard built as part of top piece; stainless steel top; front panel snaps off for easy access to interior; 8 temperature settings; sealed in steel compressor.

10 models ranging in capacity from 4 to 20 gal., including bottle coolers. Bottle coolers also redesigned along same lines with recessed faucet and hidden waste receptacle.



CALANDA Sewing Machine

**Importer:
Elite Sewing Machine Corp.,
15 Monroe St., New York City.**

Device: Calanda sewing machine made in Switzerland and imported by Elite Sewing Machine Corp.

Selling Features: Zig-Zag machine can sew over 2000 stitches a min.; Selecto-stich enables user to perform every type sewing operation without attachments: gear driven, fully rotary motor designed to give vibration-free performance; sealed oil tank for automatic lubrication; drop feel; sews straight or reverse, buttonholes, buttons, clasps, embroiders, appliques, monograms, darns, overcasts and sews Zig-Zag; furniture-type cabinets.

NEW PRODUCTS



BALDOR Fans

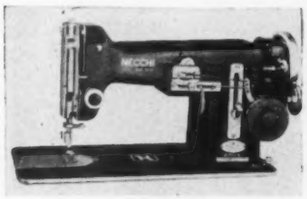
**Baldor Electric Co.,
4351 Duncan Ave.,
St. Louis, 10, Mo.**

Models: Baldor, portable all-purpose fans.

Selling Features: Available in 16, 20 and 24 in. sizes in square wood frames or in circular metal frames; both models will set on window sill, floor or table. Furniture plywood wood frame finished in gray hammertex with matching plastic handle removable guard on motor and standard equipment; guard on blade side optional; 3 large rubber feet protect polished surfaces; sealed-for-life ball bearing motor; fan may be mounted in any position; switch recessed to prevent accidental damage. P16W, P20, and P24 are wooden framed models. P16W has ¼ h.p. motor, moves 2530 to 1800 cfm; P20, has 1/6 h.p. motor, moves 3500/2500 cfm; P24, ¼ h.p. motor, 5100/3600 cfm.

P16 with circular steel frame finished in gray hammertex; fan blade guarded on both ends with chrome spiral guards; rubber feet protect surfaces; sealed-for-life type ball bearings in ⅛ h.p. motor, allows fan to be operated in any position—may also be laid on back to blow upward.

All models can be used as exhaust or intake window fans; as floor circulator; table or desk fan; kitchen ventilator or as heat distributor.



NECCHI-MATIC Adapter

**Necchi Sewing Machines Sales Corp.,
164 W. 25th St.,
New York, 1, N. Y.**

Device: Necchi-Matic adapter for use on any Necchi zig-zag model.

Selling Features: Operates with a system of plastic "wonder wheels" which can be easily changed; each wheel has 2 basic stitch designs on each side and can produce 7 variations of each design, or 14 different stitches, with each wheel; New Necchi zig zag models come from factory equipped with adapter—2 plastic "wonder wheels" with each adapter. Additional wheels, at additional cost.



Improved Dulane Fryryte

**Dulane Inc.,
River Grove, Ill.**

Device: Newly designed Fryryte.

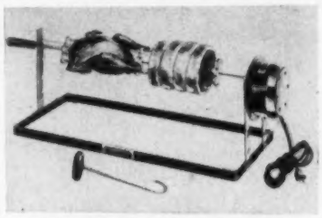
Selling Features: New tri-color range dial provides a temperature range from 150 to 400 degs. for almost every type of cooking from baking to sauteing, in addition to deep frying.

First division on dial—"LO"—is for long period cooking of stews, soups or whole meat dishes; also keeps meal hot, warms rolls etc.

"Medium" section is suitable for scalding vegetables for freezing, defrosting frozen foods reheating cooked foods, boiling, stewing, cooking rice or spaghetti.

"High", is used for browning, baking, roasting, sauteing.

"Drain-Lok" enables user to quickly drain cooking oil from unit.



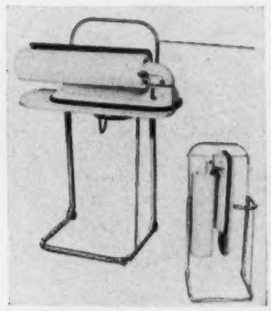
PARTY-Q Barbecuer

**Brevel Products Corp.,
508 Broome St.,
New York, 13, N. Y.**

Device: Party-Q electrically rotating outdoor barbecuer.

Selling Features: Motor revolves food laden spit at low speed required for cooking over outdoor fireplace or grille; holds up to a 15 lb. roast; 1 or 2 chickens or a large turkey; spit can be adjusted to 4 positions—2 lower for searing, 2 upper for slow, thorough roasting; base is 26 in. long, 10 in. wide; comes complete with nickeled steel spit, 3 slide-on meat forks and a spit lifter—a hook to aid user carry spit while loaded with meat; operates on 110 volt a.c.; 30-ft. heavy duty extension cord available at extra cost.

Extra attachments include a 4-some adapter for skewer cooking which allows skewers to rotate independently; skewers can be used as needed from one to six at a time. A basket grill slips on spit and rotates with it; adjustable at several points to accommodate uneven cuts of meat, etc.



ARMSTRONG Portable Ironer

**Armstrong Products Corp.
Huntington, 12, W. Va.**

Model: Armstrong portable ironer No. M-21.

Selling Features: Operates with elbow control, leaving both hands free to guide clothes; 21-in. roll; 5¼ in. diam. 5 rpm; thermostatically; adjustable for all types material; enclosed, induction type motor; 1100 watts, 110-210 volts, a.c. only; white baked-on enamel finish with chromium trim; weighs 30 lbs.; available with pilot light.

Fold-Away stand of 1-in. chrome-plated steel tubing Bakelite wheels 1⅝ in. diam; reinforced steel table white baked on enamel finish.

Ironer also available as model F-21 without pilot light or heating element switch.



COOPER Mower

**Cooper Mfg. Co.,
Marshalltown, Iowa**

Device: Cooper "Cyclo-Mo" rotary power mower.

Selling Features: New design in wheel placement permits mower and cutting knife to follow every lawn contour without scalping; grass chute evenly delivers grass cuttings in fine mulch so no windrowing or "balling" occurs; no raking or trimming is necessary; aluminum deck specially designed for safety and ease of handling; 4-cycle full 2 h.p. engine; full trimmer type with 20-in. cut.

CAVALIER Air Conditioner

**Cavalier Air Conditioning Co.,
Houston, Texas**

Model: Cavalier "wall type" air conditioner No. W 103.

Selling Features: Mounts flush with inside wall can also be installed in windows; grill is only part of unit inside house, eliminates protrusion of unit into room; designed for home builders; air cooled, self-contained, requires no plumbing; thermostatically controlled; 3-speed fan; filter easily changed from inside room; adjustable louvres; equipped with accessible hermitic compressor. Inside grill, 24¼ in. wide, 16½ in. high; overall unit 33 in. high, 27 in. wide, 15 in. deep.

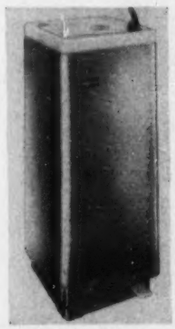


BOWEN Water Heater Combination

**Bowen Water Heater Div.,
Handling Equipment Mfg. Corp.,
Wixom, Mich.**

Device: Bowen combination lavatory-water heater.

Selling Features: Unit consists of white porcelain sink, baked-on white enamel steel cabinet which contains 5-gal. water heater; suitable for use in hotels, offices, motels, trailers, cottages, etc.; unit measures 32 in. high, 18¼ wide, 16¼ deep; 1000 watt ring-type, Chromalox element; connects to cold water inlet and drain; heater connects to conventional outlet; thermostatically controlled—current is on only as water is being heated; 2 in. Fiberglas insulation.



FRIGIDAIRE Water Cooler

**Frigidaire Div.,
General Motors Corp.,
Dayton, 1, O.**

Device: Frigidaire pressure type water cooler.

Selling Features: Features instantaneous cooling, electric foot-pedal bubbler control, lower height; 3 models in pressure line have capacities to cool 6, 12 and 18 gal. water per hr.; white, splashproof, stain-resistant porcelain top with provision for glass filler; Bonderite steel cabinet; moisture-resistant, vermin-proof insulation; adjustable leveling glides; cold control.

2 new bottle-type coolers also available; one model has refrigerated compartment at front; freezes and stores 28 ice cubes in 2 Frigidaire Quickube trays plus space for 36 6-oz. bottles.

Whirlpool



HERE'S A POWERFUL SALES APPEAL

. . . the new Whirlpool FULLY-AUTOMATIC
Compact Couple washes and dries
faster in small space at less cost!
Time is saved by drying one
load while another is
being washed.

Fully Automatic COMPACT COUPLE

OPENS BIG NEW MARKETS FOR YOU!

NEW, TERRIFIC FEATURE

Now, you have a fully-automatic compact washer with a matching compact dryer (gas or electric) for the *low income market* . . . for people who live in *apartments* or who have limited space . . . for the *building contractor market* . . . and for the huge *modernization market.*

Each of these new Whirlpool perfectly-mated units is a full-size, 8-lb. capacity beauty . . . each occupies a floor space of *only* 24¼" by 24¾" . . . each has famous Whirlpool quality and features to give *big performance at a record low price!* And, you have *no moisture* or *lint* problems with the Whirlpool Dryer's simple Force-Flo Outdoor Venting. Get the full story from your Whirlpool distributor. If you're not a Whirlpool dealer, then join up . . . *you'll be much better off profit-wise!*

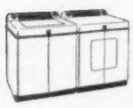
WHIRLPOOL CORPORATION • St. Joseph, Michigan
Clyde, Ohio • LaPorte, Indiana
IN CANADA: John Inglis, Ltd., Toronto, Ontario



PORTABILITY
roll it to work space . . . roll it away for storage

Roll 'em to any convenient spot to wash and dry . . . then roll 'em out of the way when laundering is completed! Free-rolling casters make it simple to move the washer and dryer for storage anywhere in the house. With the fully-automatic Whirlpool Compact Couple, permanent installation is unnecessary . . . limited space is no longer a stumbling block in making sales. Now, you can *change prospects* . . . who live in apartments, in basementless homes or who have limited space . . . *into customers!*

MOST COMPLETE LINE OF HOME LAUNDRY APPLIANCES


Deluxe Automatic Washer and Dryer


Compact Automatic Washer and Dryer


Wringer Washer


Ironer

WORLD'S LARGEST MANUFACTURER OF WASHERS, DRYERS and IRONERS

IT'S BRAND NEW... ALL NEW!

Cadillac QUIK-VAK

America's most beautiful vacuum cleaner — packed with purse-opening features



- SWIVEL TOP
- EXCLUSIVE 2-SPEED CONTROL
- SELF-SEALING, DISPOSABLE DUST BAG
- FLOATING-BRUSH FLOOR NOZZLE
- OVERSIZE MOTOR—POWERFUL PICKUP
- REACHES EVERYWHERE—FROM FLOOR TO CEILING
- NO-LEAK FILTER SYSTEM
- LIGHT WEIGHT—EASY TO CARRY

NOW A COMPLETE LINE OF CADILLACS . . .

puts Cadillac dealers in the strongest possible competitive position—lets you offer your customers a choice of cylinder, cannister, motor-driven-brush upright, or motor-driven-brush "hand" type Cadillacs.

NATIONALLY ADVERTISED TO MRS. AMERICA

Hard-hitting ads in America's leading magazines tell homemakers about the new Cadillac Quik-Vak. Be prepared to meet the demand for the "cleaner that's got everything" for the homemaker — *and more profit per unit* for you. Write for complete information — *now!*

See the complete Cadillac line

SPACE 268

AT THE NATIONAL HOUSEWARES SHOW

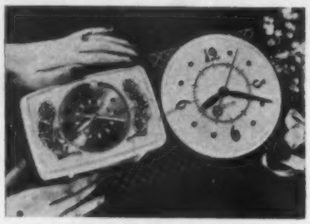
Atlantic City, July 13-17

CLEMENTS MFG. CO.

Dept. A, 6650 S. Narragansett Ave., Chicago 38, Ill.

For more than 40 years sold only by reliable dealers and distributors.

NEW PRODUCTS



SESSIONS Clocks

Sessions Clock Co., Forestville, Conn.

Device: Boudoir and Kitchen electric clock ensemble in one gift package.

Selling Features: Package includes: "Garland" luminous boudoir alarm with "see-deep" crystal, quilted white background, raised gold garlands on either side of gold dial; luminous hands and minute markets; dark-brown numerals; Tru-Bel alarm; plus "Saucer", wall-hugging, kitchen clock watch-like thinness in dial colors corral, maise or teal with contrasting hands, Day-Glo red sweep second hand.



DRIAIRE Hair Dryer

Driaire Inc., 132 So. Main St., South Norwalk, Conn.

Model: Driaire hair dryer No. 200.

Selling Features: Quiet, 4-blade fan in rear of motor; air is diffused through large opening at low velocity; dries large area of head more rapidly; 3-way switch in handle for fingertip control; jet style in 2-tone black and white; 110 volts a.c.



PENNWOOD Clock

Pennwood Numechron Co., 7249 Frankstown Ave., Pittsburgh, 8, Penna.

Model: Lyra No. 962.

Selling Features: In Cordovan leather, gold tooled case with 24K gold key design; self starting clock automatically calculates time at a glance; available in medium brown, maroon and green; 4½ in. high, 10½ in. wide, 4½ in. deep; weighs 2¾ lbs.



PINCOR Mower

Pioneer Gen-E-Motor Corp., 5835 W. Dickens Ave., Chicago, 39, Ill.

Model: Pincor 19 in. rotary mower.

Selling Features: Has 1.5 h.p. 2 cycle gas engine revolving blade at 3000 rpm; stamped steel, streamlined chassis; double reinforced plates at wheel holes and guard teeth; 1-piece steel blade; uplift edges at ends of blades cause a suction for drawing grass up for cleaner, neater cutting; cutting height adjustable from ¾ to 2¾ in.; side trim less than ¾ in. to walls, fences and trees; safety clutch on blade protects engine from damage if blade hits solid objects; tubular steel handle with multi-grip; weighs 45 lbs.



MOWAMATIC Mowers

The Mowamatic Corp., Subsidiary of Food Machinery & Chemical Corp., Port Washington, Wis.

Models: 5 Mowamatic mowers 4 gas engine powered and one rotary electric.

Selling Features: Deluxe 21 features fully automatic drive; single accelerator lever controls starting, stopping and variable speed; 1.6 h.p., 4-cycle Briggs & Stratton or Continental engine.

Gasoline Rotary 18 in. has protection all around with front and rear Saf-T-Ring removable for high weed cutting; medium wheel base prevents scalping uneven lawns; heavy duty 1.6, h.p. 2-cycle Clinton air-cooled engine.

Special 18-in. features Lift-O-Guide handle; 1.1 h.p. 4-cycle Clinton air-cooled engine.

Other models are the Deluxe 18-in., and the electric rotary 18-in.

SEE THE NEW MODELS at the Atlantic City Auditorium. Booth 820-822

Packed with all the New Features your customers want -

FASTEST-SELLING BRAND IN THE LAND

BROIL-QUIK®

Infra-Red Broilers and Rotisseries



NEW AUTOMATIC SELF-TIMER — shuts off entire unit and rings bell when food is done.

NEW 2-HEAT CONTROL THAT REALLY WORKS!

NEW SLIDE-AWAY GLASS SPATTER SHIELD.

NEW REMOVABLE TRAY SHELVES — for easy cleaning and larger roasts.

NEW ADDITIONAL GRILL SPIT.

CONCEALED ELECTRIC MOTOR.

UNIQUE INFRA-RED ELEMENT — Triples heat on top level. Allows use of top and bottom sections together.

$59.95

MODEL C (without Timer) AC only

MODEL CT (Illustrated) with Timer $69.95 AC only

BROIL-QUIK® CHEF

It Barbecues, Roasts and Toasts, It Broils, Grills and Fries



Model ET $64.95
Model E (without timer) $54.95

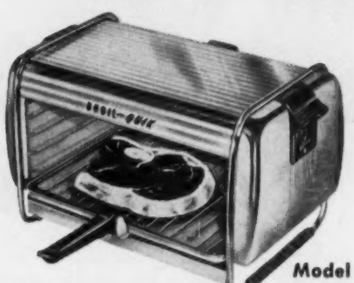
NEW AUTOMATIC INFRA-RED BROIL-QUIK ROTISSERIE AND BROILER Combination

It Broils . . . it Barbecues . . . it Roasts . . . it Toasts! Same as Chef, except no top grill.



The New INFRA-RED BROIL®-QUIK TRIO

It Broils . . . It Grills . . . It Fries . . . It Toasts!



The New INFRA-RED BROIL-QUIK® BROILER

Model B
AC-DC
$34.95
19" Overall

BROIL-QUIK CO., *World's Largest Manufacturer of Infra Red Broilers and Rotisseries* • 2330 FIFTH AVE. • NEW YORK 37

Announcing the NEW



look for the trade-name Deepfreeze—
TRADE MARK REG. U.S. PAT. OFF.

the smartest dealers do!

Remember, only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered tradename, "Deepfreeze." They are made only by Deepfreeze Home Appliances, North Chicago, Illinois.
© 1953. Deepfreeze Home Appliances are also sold by authorized dealers in Canada.

Deepfreeze "Kitchen Mates"

IDENTICAL TWINS! SELL 'EM AS A PAIR!

SENSATIONAL NEW DEEPFREEZE REFRIGERATOR!

Deepfreeze Refrigerator Model B-1150



Only the Deepfreeze Refrigerator offers such all-around value!

So beautiful that we designed our new Upright Deepfreeze Home Freezer to match it!

It's the only refrigerator with genuine Deepfreeze Freezer Compartment that stores about 50 lbs. of frozen food. The only refrigerator with "The Door that Stores More," with its "Handy Jugs," "Handy Bin," "Bottlestor" and other sensational convenience features. Only the Deepfreeze Refrigerator offers ready-made consumer acceptance built by years of leadership in the home freezer field. Use this confidence in the tradename "Deepfreeze" to sell more refrigerators in your community.

Combination sales of these Deepfreeze "Kitchen Mates" are waiting for you. And to help you sell are the greatest advertising and promotion programs in Deepfreeze history! Get the whole story today!

NEW UPRIGHT DEEPFREEZE HOME FREEZER!

Deepfreeze Home Freezer Model CU-115



Newest star in the complete line of Deepfreeze Home Freezers!

Looks like the Deepfreeze Refrigerator! Same beautiful design! Takes no more room! Its interior is color-styled in the same attractive "Bermuda Green!"

But the resemblance ends there. This is the new 12 cu. ft. Upright Deepfreeze Home Freezer that opens up new markets and new profit possibilities for you. Especially in the apartment and small home field!

Deepfreeze freezing coils are brazed to the bottoms of all four shelves for fast contact-freezing and dependable sub-zero storage!

The exclusive Deepfreeze Freezer Shelf Door holds small packages. The Freezer Basket keeps odd-shaped packages organized. All told, this beautiful new model preserves more than 420 lbs. of frozen foods safely and conveniently!

Write for details today!

They're both right at home in any kitchen, any home!

get this great promotion book

FREE!

mail coupon today!



Deepfreeze Home Appliances EM-753
North Chicago, Illinois

Gentlemen:

Please send me a free copy of the Deepfreeze promotion book "Profits are in Season," used so successfully by Deepfreeze dealers this spring.

*Dealer Name*_____

*Address*_____

*City*_____ *Zone*____ *State*____



"The First Completely Automatic Dehumidifier,

says V. K. Stalford, of Miles, Nagel and King of Chicago, about new

Viking "Arid-Zone"

FLOAT-SWITCH TURNS IT OFF
FLASHES A WARNING LIGHT WHEN IT'S FULL!

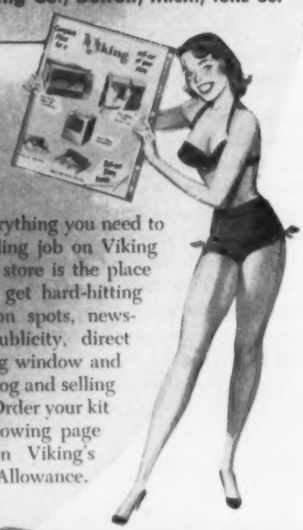


"We're cashing in on the wide-open dehumidifier market with this sensational Viking "Arid-Zone". Customers are really impressed with the efficient job this portable unit does in removing up to 12 quarts of condensed moisture every 24 hours. And if they want a permanent drain installation, Viking includes all the necessary fittings.

"When my customer gets a load of the "Arid-Zone" portability and compact size I can count on a sale. Even the kids can safely carry and empty the spill-proof porcelain container. Not only homes, but businesses and institutions are naturals for "Arid-Zone" protection, too." **James Humphrey of X-L Heating Co., Detroit, Mich., tells us.**



"Our dealers are discovering how profitable it is to push Viking "Arid-Zone" — the first completely automatic dehumidifier. This season-round seller flashes a warning light when full . . . can't possibly spill over, as it shuts off automatically. Every place that excess moisture causes rust, mildew, mold or caking of chemicals is a hot prospect for "Arid-Zone", **writes Harry Portner of Willow Run Distributing Co., Detroit, Mich.**

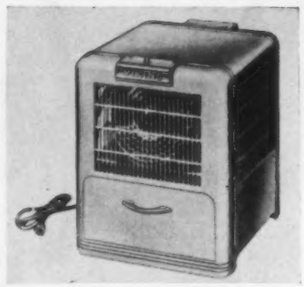


Viking's Co-op Advertising Kits contain everything you need to do a top-notch selling job on Viking products and your store is the place to buy them. You get hard-hitting radio and television spots, newspaper ads and publicity, direct mail pieces, striking window and floor displays, catalog and selling suggestion sheets. Order your kit today! See the following page for information on Viking's generous Co-op Allowance.

Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.



NEW PRODUCTS

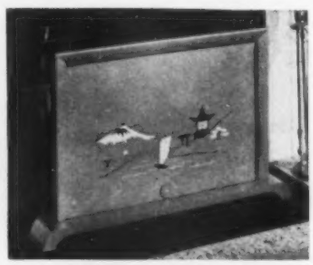


VIKING Dehumidifier

Viking Air Conditioning Corp., Cleveland, 2, O.

Device: Viking "Arid-Zone" automatic dehumidifier.

Selling Features: Condenses excess moisture from air by drawing it over cooling coil; moisture drops into porcelain water pail when container is full; float inside automatically switches off machine and turns on a red light on top of cabinet; unit condenses up to 12 qts. in 24-hrs.; portable, weighs 55 lbs.; 18 in. high; chrome handles; for carrying; comes complete with fittings for attaching to permanent drain.



UNIVERSAL Heater

Universal Co., High Point, N. C.

Device: Universal Thermo-Ray radiant heat screen No. TR-341.

Selling Features: Gives off heat without becoming too hot to touch; no red glow; radiant heat rays come from both sides of panel to heat occupants of room then the air in the room; 500 watt, 110 volt, a.c. or d.c. element hermetically sealed within non-inflammable, non-charring composition panel; surface temperature 150 degs. F.

MEYER Hair Dryer

W. F. Meyer & Sons, Inc., Merchandise Mart, Chicago, 54, Ill.

Device: Meyer Magic home hair dryer.

Selling Features: Hood type; adjustable to any height by clamping along edge of any door; rubber covered clamp prevents scratching; black plastic hood; element and a recirculating type fan with baffles in top of hood; hood is 9½ in. high; 10½ bottom diam.; operates on 110 volt a.c.



HADDON Clocks

Haddon Products Inc.,
2066 S. Canalport Ave.,
Chicago, 8, Ill.

Models: Enchanted Hour, No. 70; and SunDial Hour No. 75.

Selling Features: Base and rim of No. 70 cast in plated 24 K gold; transparent crystal dial with 3 dimension time indicators etched and gold filled for easy readability; when illuminated the reflected light distributes soft glow making clock readable in totally darkened room.

SunDial, with one hand action of ornate indicator (gnomon) revolves freely on its axis; striking hammered metal dial, with raised numerals and open work design, is mounted on a pedestal type base; complete clock finished in gold effect. 8 in. high 8¾ in. wide, 6 in. deep; both models 110 volt, 60 cycle a.c. only.

For the Dealer's Information

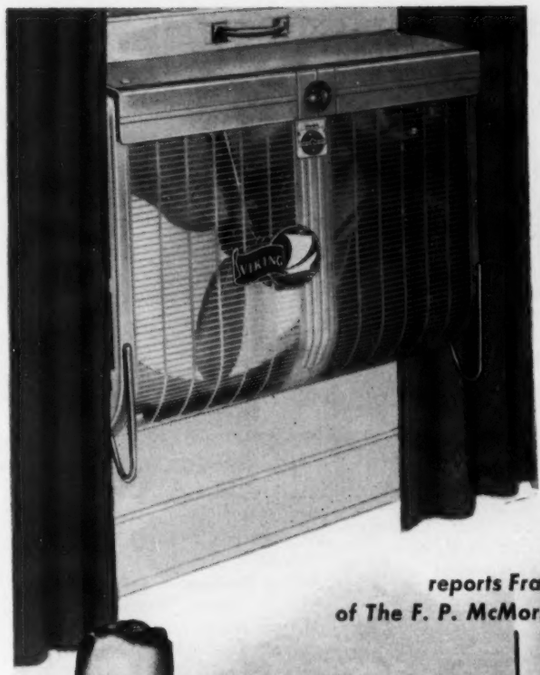


KENMORE Range

Sears, Roebuck & Co.,
Chicago, Ill.

Device: Kenmore InfraRay range with new Sylvania instant heat unit.

Selling Features: Right front cooking unit, Sylvania's 1500-watt Infra Ray lamp; divided top with thermostatically controlled grille in center; new top or well cooker with Infrarod units; aluminum top for griddle when not in use; two ovens; a pastry oven with separate broil unit, and a "Big 20-in." oven with telescopic rack and a separate broiling unit, and Visi-Bake glass in door; Robotimer on backsplasher controls cooking 5 ways, automatically operates master oven, pastry oven, appliance outlet, and top-or-well unit in raised or lowered position; full width storage drawer at bottom.



"Past Performance Prompts Sales Confidence In The Viking "944" WINDOW FAN



reports Frank P. McMorrow, of The F. P. McMorrow Co., Cleveland, Ohio



"WE KNOW THAT THIS FAN MEANS BIG SALES.

The Viking "944" Window Fan gave us record fan sales last summer. We looked them all over and Viking has the features we want. It's popular-priced, popular sized, with its 22-inch blades, — simple to install and economical to operate. Makes it possible for our store salesman to give the customers what they want in a fan." **That's the story from Mal Quigley of H. Leff Electric Co., Cleveland, Ohio.**

"I'm no "yes" man. I know a fan that sells when I sell it. This Viking "944" Window Fan has the big edge. Our customers really go for Viking's effective Hi-Lo 2 speed adjustment, safety grill, and quiet operation. One fan cools up to 5 rooms, easily." **states Walter Kanieski, Parma Hardware, of Parma, Ohio.**



"We're all Viking boosters in our store. We're sold on Viking's easily installed optional Automatic Timer that gives us an additional model without taking up additional storage space. Our customers are sold on the fact that this Viking Fan can be moved wherever needed. It's the one size that's right for practically every home". **says Milton Gilbert of Atlas Stores, Cleveland, Ohio.**



GENEROUS COOPERATIVE ADVERTISING PLAN

Up to half your Viking advertising costs are paid by Vadnit coupons worth $3.00. (1 Vadnit with each "944" Window Fan — 2 Vadnits with each "Arid-Zone" Dehumidifier)

All you have to do is choose the best medium for reaching your customers and write Viking for all the sales-charged promotional material you want to use. Read about the Co-op Advertising material furnished by Viking on the opposite page.





Viking
AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.

NEW PRODUCTS . . . TV and RADIO



EMERSON TV Sets

Emerson Radio & Phono. Corp., 111 Eighth Ave., New York, 11, N. Y.

Models: Emerson all-channel UHF-VHF TV receivers Nos. 785 and 784.

Selling Features: No. 784, 21 in. rectangular black tube in modern wood console with Emersonite scratch-resistant finish; all-channel reception; simplimatic tuning for all 82 UHF-VHF channels on one knob; 12 in. Alnico 5-PM dynamic speaker; built-in UHF-VHF antenna; electrostatic focus picture tube; Emerson fringe magnet; "black-magic" contrast; full-screen



focus; vertical retrace blanking; RF stage; multiplex age; safety interlock.

No. 78, 17-in. rectangular black picture; table model; wood cabinet; sealed Alnico 5 PM dynamic speaker; built-in UHF-VHF antenna; front glass removable for cleaning tube face; and all features listed in above model.



RAYTHEON 1954 TV Sets

Raytheon TV & Radio Corp., 5921 W. Dickens Ave., Chicago, 39, Ill.

Models: 8 new Suburban series Raytheon 1954 TV models.

Selling Features: Units available with continuous UHF-tuner either factory-installed or ready for inside-the-set installation by servicemen in the field.

Line includes A 21-in. VHF-called Westport (C-2108) and a VHF-UHF called Montclair (C-2109). Both models open-faced mahogany console.

Malibu, (C-2110 and UC-2110), VHF and UHF-VHF respectively in an open-faced Korina cabinet with 21-in. picture tube.

Glendale, (C-1736) VHF, and (UC-1736) UHF-VHF, 17-in. picture tube, blond Korina open face console.

Lakewood, (C-1735) VHF, and (UC-1735) UHF-VHF, 17-in. open-face mahogany cabinet.

Plymouth (C-2111), 21-in. VHF, open face, walnut cabinet.

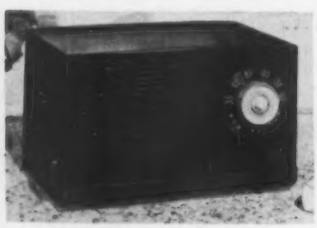
Warwick, 21-in. VHF, mahogany (C-2127), blond (C-2129); also available factory-equipped with UHF tuner as models (UC-2128 and UC-2130.)



Shoreham, 21-in. VHF table model, (M-2125) maroon or ivory leatherette cabinet. With continuous UHF tuner factory installed, (M-2126.)

Statler, 17-in. table model, maroon or ivory leatherette cabinet. (M-1737) ready for inside-the-set UHF tuner installation; (UM-1738) with UHF factory installed.

Belvedere, (C-1739) mahogany, (C-1741) blond; VHF, 17-in. open face console. With factory-equipped UHF, (UC-1740) mahogany and (UC-1742) blond.



RCA VICTOR Radios

RCA Victor Div., Radio Corp. of America, Camden, N. J.

Models: Quincy No. 3X521 and Weldon No. 3X533.

Selling Features: Quincy, 5-tube table radio, in compact maroon cabinet with "waffle" grille.

Weldon, has same size chassis as Quincy in 5 cabinet colors: ivory, green, tan, red and white.



MAGNAVOX TV Console

The Magnavox Co., Fort Wayne, Ind.

Model: Magnavox Broadway 21 console.

Selling Features: Combines deluxe LD-106 chassis, Magnascope big-picture system and high fidelity sound; chassis employs 26 tubes including 3 rectifiers and picture tube plus crystal picture detector; cascode tuner with 2 RF stages; 2-stage video amplifier; new IF amplifiers, instant age, interference rejector, Magno-Lok automatic frequency control and vertical picture stabilizer. Improved sound system has ratio detector, 12-in. Magnavox speaker and baffle slanted upward; 2-stages amplification with push-pull output tubes deliver 10-watts undistorted output; optically filtered screen: provision for all-channel uhf tuner with uhf dial; equipped with phono jack; available in mahogany or white oak, open face console.

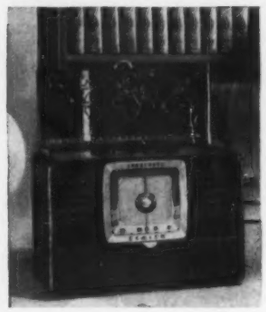


ZENITH Portable Radios

Zenith Radio Corp. 6001 W. Dickens Ave., Chicago, 39, Ill.

Models: Universal and Meridian portable radios.

Selling Features: Universal, standard broadcast portable operates on batteries a.c.-d.c; Wagnet antenna designed to be tilted out from back of set for increased sensitivity in weak signal areas; also detachable for reception on ships, planes, cars or steel buildings. Zenith reel-away cord pulls out from inside set springs back when not in use; 5¼ in. speaker; tuned radio frequency amplification; 3-gang condenser; avc, silver colored mesh grille; plastic cabinet, permanent stand-up handle; knobs located at either end of receiver; maroon, ebony, or glacier green.



Meridian 3-band portable radio for domestic and overseas use; equipped with ballast adaptor for operation on 220-240 volts a.c.-d.c. as well as on 25 to 60-cycle 110-120 volt a.c.-d.c.; humidity-proofed; Black "Stag" streamlined cabinet; pull-up handle grooved to fit hand; 10½ in. high, 15⅞ in. wide, 7⅞ in. deep.



SENTINAL Portable Radio

The Sentinal Radio Corp., Evanston, Ill.

Device: Sentinal 3-way personal portable radio No. 347.

Selling Features: Operates on a.c., d.c., or battery; 2⅝ in. thick; slips into overnight bag; weighs 4½ lbs. complete with batteries, 8 in. long, 6¾ in. high; small oval speaker has 3½ in. speaker; available in rust, mahogany, mottled tan, green, ebony, ivory.



SPARTON Portable Radio

Sparton Radio-TV Div., The Sparks-Withington Co., Jackson, Mich.

Device: Sparton "Tag-Along" portable radio.

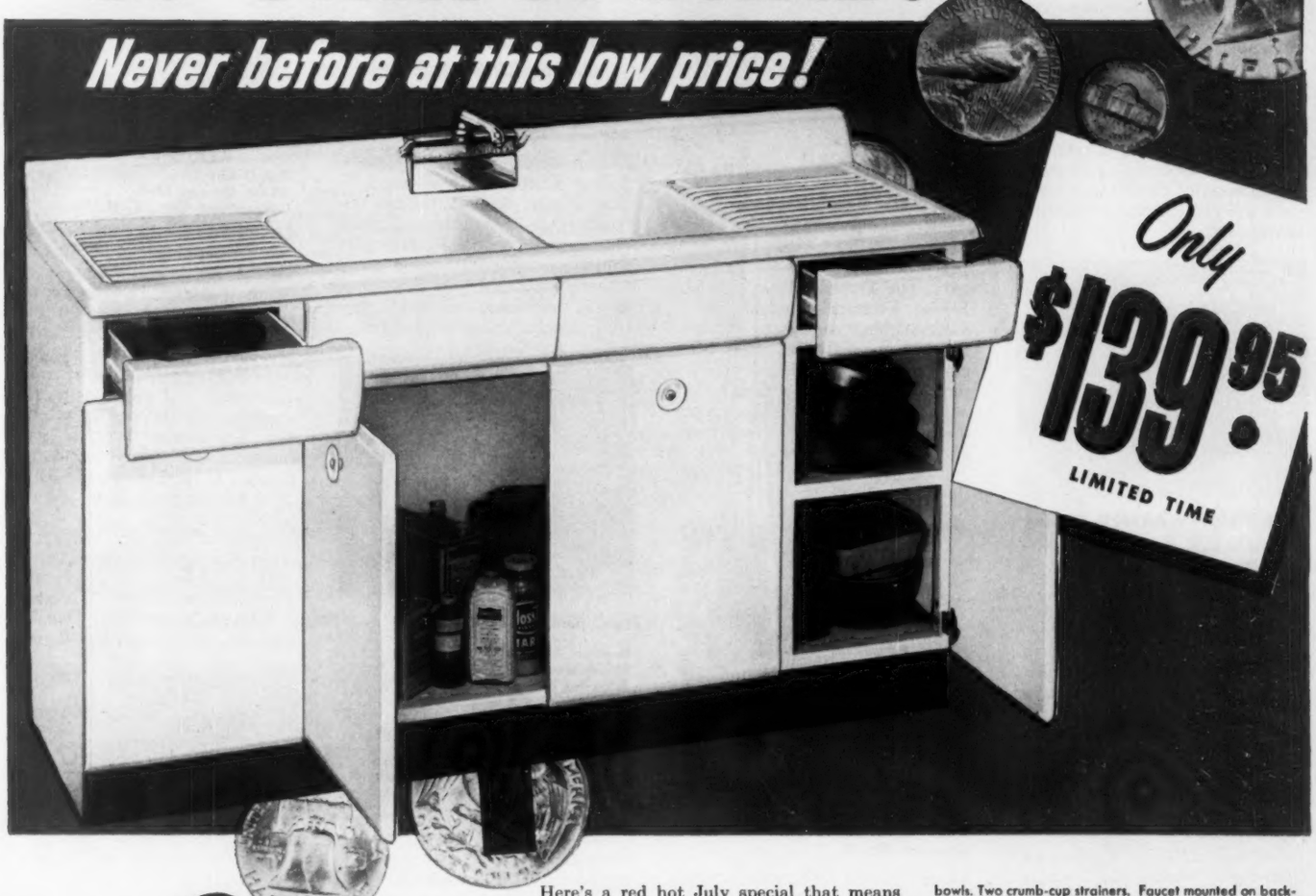
Selling Features: 4-tube portable housed in compact Royalite synthetic case to take hard use; water proof, stainproof, greaseproof, acid and alkali resistant; anodyzed aluminum hardware; spring clips hold a ⅜ in. x 7 in. ferrite rod antenna; available in brown, green and ivory; 9½x7½x4½ in. weighs 5 lbs.

BIGGEST MONEY-MAKER OF THE YEAR!

American Kitchens

66" SINK SPECIAL!

Never before at this low price!



Only **$139.95**

LIMITED TIME



Here's a red hot July special that means your biggest profit month of the year. It's a sink offer that tops anything in the industry. You know that there's no traffic-builder like a bargain—and here is a real bargain . . . special American Kitchens 66-inch sink with double bowl, double drainboard. It's the best buy of the year . . . and your customers can get it, for a limited time, at a tremendous saving. It's the kind of a money-saving promotion that makes your store known for high quality, low price!

Full Kitchen Sales Follow

But that's not all—a special offer like this leads to complete kitchen sales! Keep track of the number of sink sales you make this month that lead to full kitchen sales before the year is out!

These are the features that make sales for you!

1. Two seamless, one-piece drawers with rounded corners . . . clean as easily as wiping out a bowl.
2. Three large storage compartments with one removable shelf. Double-action spring hinges hold doors full open or closed.
3. Double drainboards . . . acid-resistant, easy-to-clean porcelain sink top.
4. Double sink bowls, 15% larger than ordinary sink bowls. Two crumb-cup strainers. Faucet mounted on back-splash, no dirt-catching ledge.
5. Smooth, rounded contours and double-coat baked enamel finish—easy to clean.

American KITCHENS

MONEY-MAKING PROMOTIONS

American Kitchens Division, Dept. EM-7
AVCO Manufacturing Corp.
Connersville, Ind.

Please have my distributor give me full information regarding this July sink special.

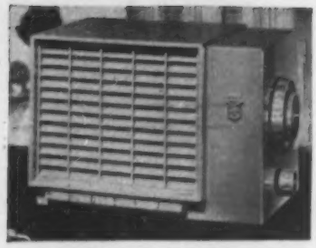
NAME_____

ADDRESS_____

CITY_____ STATE_____

AUTHORIZED BY_____

NEW PRODUCTS . . . RADIO



CROSLEY RADIO

**Crosley Div.,
Avco Mfg. Co.,
Cincinnati, 25, O.**

Model: Graduate table model.

Selling Features: 2 CD emergency broadcast bands 640 and 1240 marked on tuning dial; iron core IF transformer; drift-free tuning; avc; Alnico V speaker; built-in antenna; a.c. or d.c.; 4 tubes plus one rectifier; tuning range: 540 to 1600 kc; 35 watts consumption; 105-125 volts d.c. or 60 cycles a.c.; features decorator-styled cabinet in 4 colors —red, ivory, chartreuse, or mottled mahogany.



STEWART WARNER Radios

**Stewart-Warner Corp.,
1826 Diversey Pkwy,
Chicago, 14, Ill.**

Models: 2 new Stewart Warner portable radios—Capri and Gadabout.

Selling Features: Both models 3-way, operating on a.c., d.c., or battery.

Capri, No. 9175, larger model, has newly designed chassis, 5 tubes plus 1 rectifier; ferrite bar antenna; designed for distance and difficult area reception; available in green, brown or black.

Gadabout, No. 9170, compact, lightweight; 4-tubes plus rectifier; available in green, gray or maroon.

Both models have automatic battery saver cut-off; pushbutton recessed under handle for easy access to interior.



TRAV-LER Portable Radio

**Trav-Ler Radio Corp.,
571 W. Jackson Blvd.,
Chicago, 6, Ill.**

Model: Trav-Ler personal portable No. 5300.

Selling Features: Polystyrene cabinet with matching collapsible handle with good trim, in red, marbled brown and grey; Ferrite iron core antenna; weighs less than 4 lbs. with batteries; 4 tubes; large size PM speaker.



RCA VICTOR Portable Radio

**RCA Victor Div.
Radio Corp. of America,
Camden, N. J.**

Model: RCA Victor 3-way portable radio The Yachtsman No. 3BX51.

Selling Features: Available in 4 color combinations, brown and tan, tan with brown trim; green with gray and red with dark red trim; modern cabinet with latticed grille; automatic control for maintaining uniform volume on weak and strong stations automatic switch cuts off battery when set is plugged into power line.



ZENITH Phono

**Zenith Radio Corp.,
6001 W. Dickens Ave.,
Chicago, 39, Ill.**

Model: Zenith Cobra-Matic table phono, S-9010.

Selling Features: Plays new 16⅔ rpm talking books as well as 78,45 and 33⅓ speed records, or any speed from 10 to 85 rpms.; compensates for voltage fluctuations and motor inaccuracies; user can speed up or slow down speed of turntable by moving speed lever along calibrated dial, this adjusts pitch and tempo.

A size selector lever enables phono to automatically change any standard record 12 7-in., 12 10-in. or 10 12-in.

Cobra tone arm uses modulated radio frequency. Other features include a 5¼ in. Alnico speaker; broad range tone control.

Mounted on springs, it is heat and humidity proofed for use in practically any climate; maroon cabinet with gold-color grille; side handles make it easy to move from room to room.



PACKARD-BELL Radio

**Packard-Bell Co.,
12333 W. Olympic Blvd.,
Los Angeles, 64, Calif.**

Model: Colonial chairside radio.

Selling Features: Radio has a 5-tube chassis with ferro-loop antenna; enclosed in dark-wood, ranch type modern commode; full-panel door hinges from bottom and opens to convenient dial with large easy-to-read numerals; all-wood, full tone chamber dynamic speaker.



G-E Hi-Fi Ensemble

**General Electric Co.,
Electronics Park,
Syracuse, N. Y.**

Device: G-E enters home high fidelity field with the "Custom Sound Ensemble."

Selling Features: Ensemble consists of a preamplifier control unit, a 10-watt amplifier and a dual coaxial speaker. In addition to these basic units a 3-speed manual turntable equipped with deluxe tone arm and a speaker enclosure. Customer has choice of components, and can own as elaborate a system as desired. Units designed for custom installation or separate furniture pieces.

Preamplifier AL-200 designed for use with GE variable reluctance cartridges. Ensemble, self-powered, provides full bass boost, has adjustable record compensation with 5 position; 3 input jacks to take record player, AM-FM tuner, tape recorder or TV, bass and treble controls, loudness control, loudness-volume switch and level set control. Unit designed with 4 control knobs; loudness-volume switch and level set control on rear of chassis.

Compact 10-watt amplifier Al-300, of push-pull variety may be readjusted when replacing tubes; perforated metal cover; may also be used with all preamplifier control units, as a booster amplifier for driving additional speakers in all types audio systems or as monitor amplifier for broadcast or recording.

Coaxial speaker Al-400 features wide range, smooth reproduction; 2 separate cone type units—a 12-in. woofer and a 2¾ in. tweeter.

Tone arm Al-500 for 12-in. turntables and Al-501, for 16-in. turntables. Both arms same design and differ only in length.



REK-O-KUT Hi-Fi

**Rek-O-Kut Co.,
38-01 Queens Blvd.,
Long Island City, 1, N. Y.**

Device: "Rhythmaster" twin-speaker, portable high fidelity sound system, RT-43VC.

Selling Features: Features use of 2 new high-powered, matched 10-in. custom-built speakers designed to provide better tonal quality and wide-range distribution of sound and music. In addition to twin speakers, it is equipped with Rek-O-Kut continuously variable speed turntable which plays records from 6 to 16 in. at 33⅓, 45 and 78, or any variation from 25 to 100 rpm without distortion.

Amplifier and twin speakers accommodate indoor groups up to 1000 people; can be used as phono, PA system, and with FM tuner as a hi-fi radio receiver. Available with crystal or magnetic cartridge.



COLUMBIA Portable Phono

**Columbia Records Inc.,
799 7th Ave.,
New York, 19, N. Y.**

Model: "Prom Date" No. 202 3-speed portable phono.

Selling Features: Weighs 7½ lbs.; sapphire needle specially designed for modified tone arm and high-compliance cartridge to provide consistent tracking and balanced tone; a motor "off" or neutral position to reduce deformation of motor; turntable plays all sizes of records, 10, 12 and 7-in.; amplifier employs positive and negative feedback resulting in tone-compensated or balanced volume; continuously variable tone control; scuff-resistant, 2-tone blue and grey leatherette carrying case.

BLACKSTONE

ENDS WALK-AWAYS!

The entire Blackstone line of Home Laundry Equipment is designed and priced so that you, the dealer, will have a model to satisfy *every* prospect request! That's why Blackstone Dealers *close more sales!* A typical fast-seller from Blackstone is the popular, profitable Model 330...



BLACKSTONE Model 330
Semi Automatic Washer

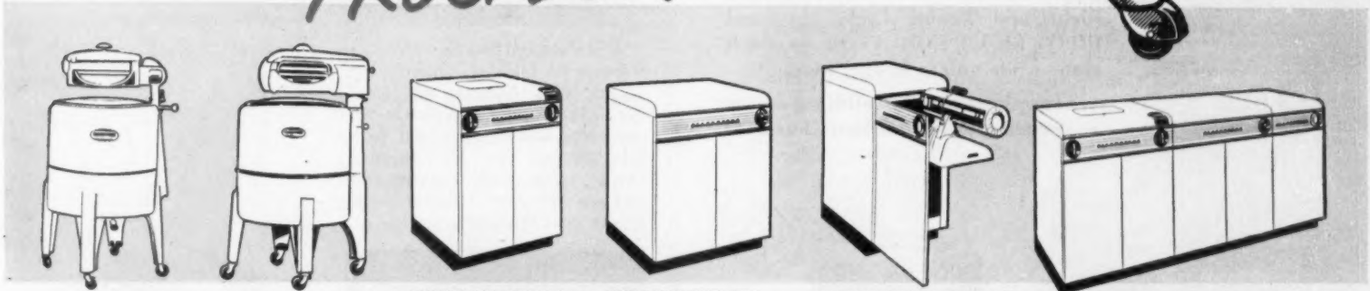
Recommended to sell at
AN AMAZING $159.95
WITH FULL MARGIN!

Zone 1 price. Only slightly higher in the South and West. Pump extra.

Blackstone's Model 330 Is Packed With Sales-Appealing Features Like These:

- HYDRACTOR ACTION!
- EXCLUSIVE HYDROSPOUT!
- AUTOMATIC WASH TIMER!
- CAST ALUMINUM WRINGER!
- 'SUPERNAMEL' FINISH!
- ALL METAL RUST-PROOFED!

A MODEL FOR EVERY PROSPECT!



A QUALITY WRINGER WASHER AT A PROMOTION PRICE! Blackstone Model 136. Features a Full Family-Size Tub and improved Hi-Vane Agitator . . . amazingly fine construction features!

A MEDIUM PRICED WASHER WITH DELUXE WRINGER WASHER FEATURES! Blackstone Model 130A. Large, extra capicity tub, exclusive Hydractor Washing Action and 'Life-Time' Lubrication!

FINEST AUTOMATIC WASHER BUILT TODAY! Blackstone's NEW Model 250. The *Only* Automatic Washer That's Fully Automatic, Fully Flexible, Fully Mechanical! Features Amazing Flex-O-Trol!

THE DRYER WITH FEATURES THAT SELL THEMSELVES! Blackstone Automatic Electric Dryer – Model 190B...with Radiant Heating, Vacuum Drying, Tumble Action! Gas Models available too!

AN AUTOMATIC CABINET IRONER WITH NEW FOLDAWAY CABINET! Blackstone Model 180C. The finest in automatic ironing... Feather-Touch Action, Press-Iron Control, Adjustable Heat Control! Matches Washer and Dryer. Also: Blackstone—Deluxe Console Ironer, Model 3N; Portable Ironer, Model 180.

BLACKSTONE'S WORLD FAMOUS COMPLETE LAUNDRY UNIT! For the most discriminating buyer. Here is completely automatic washing, drying and ironing in only 72" of wall space! Units fit flush, match perfectly. Cost can be added to mortgage in most states!

Blackstone

JAMESTOWN, NEW YORK

America's Oldest Manufacturer of Home Laundry Appliances

BROIL·KING presents...



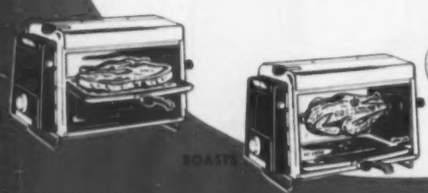
Guaranteed by Good Housekeeping

the NEW InfraRed
BROILER-ROTISSERIE
★ with PILOT LIGHT indicator
★ and silent MONOMATIC control

Now Broil-King offers two major improvements in Broiler-Rotisseries . . .
★ MONOMATIC CONTROL — a single dial which automatically starts and stops Motor, Heating Element, Pilot Light, and Timing Cycle . . . and
★ PILOT LIGHT INDICATOR — which glows while unit is in operation.

These brand new Broil-King extras guarantee more enthusiastic buyers.





INTERNATIONAL APPLIANCE CORPORATION

NEW PRODUCTS



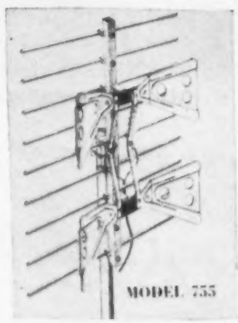
RCA-VICTOR Tape Recorder

RCA Victor Div.
Radio Corp. of America
Camden, N. J.

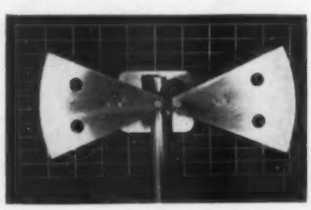
Device: RCA Victor portable tape recorder.

Selling Features: Packaged in aviation luggage carrying-case; weighs 25 lbs.; overall size 14x12x9 in.; dual-speed; can record or play-back up to 2 hrs., and can rewind in approximately 2¾ minutes; uses all sizes of tape reels up to 7 in.; push-button controls; unit also has a jack to permit easy attachment to phonographs, radios and public address systems; 2 operating speeds—3.75 and 7.5 in. per sec.; built-in amplifier has 4 tubes.

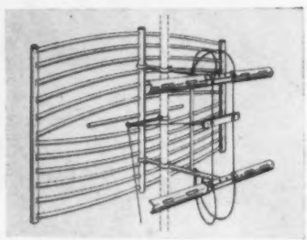
TV BRIEFS



A new stacked bow tie with screen reflector for UHF is announced by Telrex, Inc., Asbury Park, N. J. No. 755 provides completely preassembled unitary array of 2 vertically stacked bow tie conical-V-beam dipoles with stacking bars and a single screen reflector assembly for peak efficiency.



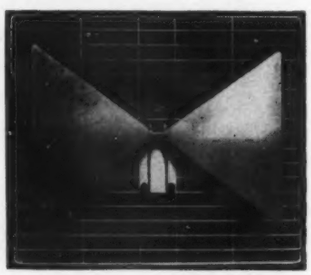
Tri-Fan, a new antenna for UHF reception is announced by Insuline Corp. of America, Long Island City. Designed for channels 14 to 83, it is of bow-tie type with rectangular reflector screen; Bakelite insulation; standard low-loss 300 ohm line used for lead-in to receiver. Mounts on standard pipe with single U clamp. Single element, No. 6688 for normal reception areas. Stacked array No. 6689 for weak signal areas.



An improved Davis Super-Vision antenna for fringe area reception is announced by Davis Electronics, Burbank, Calif. It has been weatherized, wind-tested up to 150 mph, braced, strength-increased, and laboratory and field tested.

Four new Spico antennas were introduced recently by Spirling Products Co., Hicksville, L. I., N. Y., two for outdoor and two for indoor use.

Outdoor antenna for VHF fringe reception, E-Z-Bee, No. 904, features forward resonator section, mid-band parasitic resonator and narrow beam width; matches 72 or 300 ohm line.



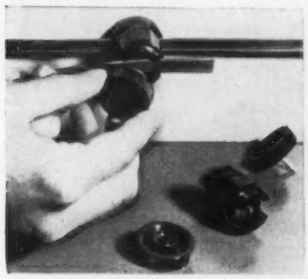
Spico UHF bowtie No. BT-178 is recommended as an addition to E-Z-Bee.



Super-Phantom indoor UHF-VHF antenna No. UV-506, has features of VHF model plus specially designed UHF inductance coupler; adjust knob and impedance matching stub.

Spico "Strato" for areas receiving UHF only, features "superphantom" plus calibrations for all UHF channels 14 to 83, 6¼ in. quarter wave length fixed dipoles.

Olympic Radio & TV Inc., announce a new "Twin Rocket" UHF-VHF tuner with precise station selection through range of 82 channels, eliminating drift and noise. Tuning principle is a coaxial tuned line replacing sliding contact tuning system.



RCA-Victor announces a TV coupler No. 240A1 for use in combinations of 2, 3 and 4 units, for operation from one antenna. For use with antennas having 300 ohm ribbon type transmission line, coupler is easy to service; engineered to reduce oscillator interference between sets; does not affect impedance of transmission lines.



Cavi-Tuner, a new UHF tuner and a new UHF converter which incorporates the Cavi-Tuner with a power unit are available from Radio Receptor Co., Inc., New York, N. Y. Similar in size to a small radio, it is for use as an accessory for existing TV sets to allow UHF and standard VHF reception. Resonant cavity principle with variable dielectric tuning. Consists of 3 cavities, 2 function as a band pass pre-selector. The third controls the local oscillator frequency. Two antenna inputs are available for use with 300 ohm or 750 ohm co-axial lead-in.



JFD announces a new UHF antenna, UHF 611 Bowtie-Flector, featuring rigid wire-frame screen reflector and bronzidite weatherproof plating. Receives all UHF channels provided in stacked models with free Baline matching transformers for fringe and remote areas. JFD Mfg. Co., Brooklyn, N. Y.

Another model announced by JFD is the "Golden Para Bow"



antenna UHF 900. Patterned after radar and microwave antennas in reflector, rounded reflector reflects more of UHF signal toward Bowtie dipole from all directions and increases receiving power.

Leader Electronics, 5713 Euclid Ave., Cleveland, O., announces a new development for coordinating multiple antenna arrays called "Tenna-Switch", which makes it possible to switch from one antenna to any other from within home by switching lever on the control box. Only one antenna lead-in needed; designed to work with any combination of antenna installations. Two or more sets in a home may be operated with a single antenna with no signal loss. Also suitable for use of dealer's sales floor. Available in 3 models 2-position model TS-2; 4-position TS-4 and 7-position model TS-7.



Varicon Corp., Brooklyn, N. Y., announces a Preferred NoX-100 converter which will receive UHF on regular VHF sets. Contains its own power supply and built-in bowtie UHF antenna; features a phase inverter IF amplifier, silver ring inductors, low-loss double tuned pre-selector; no moving contacts. Bakelite cabinet.

Channel Master Corp., Ellenville, N. Y., announces two new Broad Band yagis a preassembled 5-element VHF yagi No. 626 and a 10-element Futuramic Board Band yagi No. 1126. Both models give high, uniform gain over entire low band channels 2 to 6, and incorporate Z-Match impedance matching system.

No. 1126 can be combined with No. 1173 high band Futuramic.

TACA announces a broad-band triple-driven yagi No. 1840, for all-channels. Employs parallel driven principle used in Taco Twin-driven yagi except three folded dipole elements are used instead of two. Consists of 3 directors, 3 driven elements plus reflector. Recommended for fringe areas receiving 2 or more low-band channels and for areas where channel change is contemplated.

BROIL-KING presents...



Cat. #223

Guaranteed by Good Housekeeping

the NEW exciting "HOT FOOD SERVER"

Here's another new appliance in the BROIL-KING family . . . it's the handsome hot *hors d'oeuvres* and food server. Ideal for home use or gift occasions, the big 2 quart combination ceramic dish and chrome plated electrical heating unit keeps hot food hot . . . the way it should be.

Fully equipped with heat retaining cover, Bakelite handles and legs, 10 foot cord and plug set, and Aluminum Water Pan, the BROIL-KING Hot Food Server is designed to make any eating time a pleasure time. Made especially to make food more appetizing at formal or informal dinners, buffets, cocktail parties and home snacks.



UL

INTERNATIONAL APPLIANCE CORPORATION
222 FIFTH AVENUE, NEW YORK CITY 1, NEW YORK
DIVISION OF BRIDGEPORT PRESSED STEEL CORPORATION

16 REASONS WHY...

You're always right with White

6.9% MORE HOT WATER than most utility requirements, for electric models, because *White's* EXCLUSIVE WATER-HOTTER baffle diffuses and tempers incoming water.

2 KINDS OF SUPER SERVICE FOR YOUR CUSTOMERS

FILM OF FLAME

This famous feature in gas models means no small holes to clog, cause wasteful combustion or slow heating. One wide-open port bathes tank bottom in a film of flame-tip heat.

Plus 14 OTHER WHITE BUILT-IN QUALITY FEATURES

Every feature is a selling help for you! Long life and superior service make *White* your customers' best buy . . . and you can *prove* it *14 ways!*

For the Full Proved-Profit Story, Write White now!

Guaranteed by Good Housekeeping

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930

Dept. 36-7, Middleville, Mich. • Export Office: 201 N. Wells St., Chicago 6

White

WATER HOTTER

AUTOMATIC WATER HEATERS

Electric or Gas

NEW EQUIPMENT in your business



NATIONAL Charge Posting Register

National Cash Register Co., Dayton, 9, Ohio

Device: National charge posting cash register.

Features: All records are made by register at time sale is made, customer gets statement showing items bought and new balance each time she makes purchase; at same time machine records total of purchases and new balance on individual ledger card for store record; entries are printed on an audit tape within machine and case or charge sales may be broken down automatically into various departments or classifications.

UTILITY Apron

Utility Apron Co., 53 W. Jackson Blvd., Chicago, 4, Ill.

Device: Utility apron of industrial "durawear" fabric, resistant to animal fats and greases, water, stain, and acid and mildew resistant; also chemical and fire resistant, wipes off with damp cloth.



REMINGTON Bookkeeping Machine

Remington Rand Inc., 315 Fourth Ave., New York, 10, N. Y.

Device: Remington Rand low-cost bookkeeping machine.

Features: Completely mechanized all-purpose including description of entries; typewriter keyboard, and a minimum of 5 registers; can be switched quickly from one type bookkeeping job to another including accounts receivable, accounts payable, payroll, general ledger, sales analysis, cost distribution and invoices; touch-operated, 26 key alphabetical keyboard permits every item to be described as fully as needed, 10-key numeral sequence, keyboard contains 9 character keys to round out descriptions. Has light touch of standard typewriter; cross-register computes new account balance, will lock automatically if balance is transcribed incorrectly.



USP TV-Truck

U. S. Products, Inc., Columbus, Ind.

Device: USP TV-truck.

Features: Makes home demonstration a 1-man job; equipped with special stair climbing feature; engineered to handle largest or smallest set—console or table; reduces set and cabinet damage from handling; lightweight, compact; equipped with 8-in. semipneumatic ball bearing wheels; special stair climbing feature designed for save movement on steps; designed to be used in home demonstration as a table; tray hold set 16 in. above floor, will support table model without strap which is for use in moving; constructed of tubular steel, grey finish.

SEYMOUR Enamel

Seymour of Sycamore, Inc., Sycamore, Ill.

Device: Seymour Lustre Color Spray Pack enamels.

Features: For refinishing used appliances, such as refrigerators, washers etc, taken on trade-ins; dries quickly, gives a hard, durable, glass-like finish; easy to use; built-in agitator makes mixing simply a matter of shaking can before using.



Special transparent polyethylene envelops to protect ranges, refrigerators, washers, etc., in warehouses and in transit, called C-Line Covers, are now available according to Plastics Div., Canton Containers Inc., Canton, O. Available in various weights for different uses.



Rodney Smith, Graybar Salesman, checks over set adjustment features with service men in this Ashland, Kentucky, store.

YOU GET PERSONAL FRIENDLY SERVICE and SALES HELP ...via GRAYBAR

Say: CARL MILLER and FOSTER GOFF,

PARTNERS: BETTER HOME APPLIANCE CO., Ashland, Kentucky



Carl Miller and Foster Goff

In building their fast-growing business in Ashland, Kentucky, both partners of Better Home Appliance Co., have stressed excellent store arrangement, fine display, and aggressive promotion. Carl Miller and Foster Goff believe in high quality service work, too, and make full use of Graybar cooperation to put speed as well as skill into their repair work.

"We always know exactly when Rodney Smith of Graybar is coming. He lets us know well in advance and he comes in, right on the nose. What's more, we can count on him to bring along any repair part we particularly need for service...as well as a couple of bright ideas that will be of real help in our selling and display work. Rodney works with our local newspaper, radio and TV people just like a member of our own firm.

"When we have to plan a special booth for a home show we can count on Rodney to come up with some good suggestions and a ready hand to carry them out. And he's just as sharp on service as he is on promotion. For example, he brings the Graybar Product Service Manager in periodically to run service training meetings for our own Service Department.

"We like doing business with Graybar because they can see our problems from the retail viewpoint. They accept the responsibility of helping us give our customers their money's worth and then some." *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 358-67



When Rodney Smith makes a call at Better Home Appliances he often has an urgently needed repair part under his arm.



Because a new UHF station will soon go on the air, Smith goes over the UHF one-knob tuner with Carl Miller.

Your Customers ***WANT*** *the popular appliances...*

recommended by **GraybaR**

IN OVER 100 PRINCIPAL CITIES

GRAYBAR ELECTRIC CO., INC.

Executive Offices:

Graybar Building, 420 Lexington Ave., New York 17, N. Y.

To sell more heaters

Coleman® BIG BONUS

This promotion covers

OIL

GAS and

LP-GAS

HEATERS



Here's the dope:

It was a success in 1952—ask the dealers who boosted their Coleman Heater sales! Again in 1953—Coleman and its distributors sponsor a nation-wide Bonus Promotion to move even more merchandise and make bigger profits for you.

Take part in this program—get your full share of Coleman Heater profits. Your distributor will give you the facts—just get in touch with him (see the list at right). Then tie in with your own advertising—tell customers you have these heaters—build your store traffic.

It's the industry's fastest-moving promotion for its fastest-moving heaters! There's nothing else like it across the length and breadth of the land—tailor-made for profit-taking. Get on the bandwagon now—don't put it off, don't be sorry later. Call your distributor now or send the coupon for complete information.

Here's how this promotion means

MORE HEATER SALES FOR YOU

Coleman sponsors top radio talent...

One of NBC's top-rating network programs rounds up customers and heralds the news of the Bonus Sale in your territory. A total audience in millions—a big crop of customers at your door.

This network program makes the Bonus Sale a promotion of national importance. It proves to homeowners the Coleman product is used and endorsed everywhere, from coast to coast.

Coleman and distributor run big newspaper ads...



These powerful ads command reader attention, give buyers the facts on the heater promotion. The ads list your name, send buyers in to you to take advantage of the special offer.

This is strong selling copy that promotes heater sales in your market area. Tie in with this promotion—let it sell for you.

You bring customers in with...

SPOT RADIO ANNOUNCEMENTS. They identify you as headquarters for the Coleman sale. Get them from your distributor and reach customers with them on your own station.

BROADSIDES. They give customers the whole story on the sale. Use as counter give-aways or send as mailing pieces.



WINDOW STREAMERS. They stop passers-by, bring them in to look over the Coleman line.

NEWSPAPER ADS. Run them over your name. They tie in with big distributor ad, direct buyers to you. Get mats from your distributor.

get in on the HEATER PROMOTION

SEPT. 1 TO OCT. 15

Here's the deal

YOU OFFER YOUR CUSTOMERS!

BONUS #1

NEW LOW PRICE OF $69.95 LESS TANK

A big 50,000 BTU Oil Heater that heats 4 to 5 rooms; a comfort-making, automatic Coleman Heater that's priced low to bring in customers. Priced to keep profits coming. Gas models as low as $69.95.

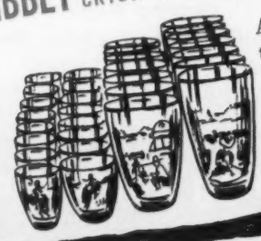
BONUS #2

NEW LOW OPERATING COST

Oil models have Fuel-Air Control that saves up to 25% on fuel bills. Standard for all models except 870-B and 871. Also Directionair Blower to blanket floors with warmth. Gas models have fuel-saving burner to get more heat from gas used. Big volume warm-air flow for all-over comfort.

BONUS #3

FREE WITH EACH HEATER — 32-piece set of LIBBEY SAFEDGE CRYSTAL GLASSWARE WORTH $14.00



A complete matched set that will attract customers' eyes and give added buying incentive. Glasses in 4 sizes, 8 glasses to a size —a generous supply for any occasion.

Here's your man:



Phone, wire or write your Coleman distributor now. He'll give you the story of Coleman's new profit-making program.

ALABAMA
Alabama Appliance Company, Inc., Birmingham

ARKANSAS
Gunn Distributing Company, Inc., Little Rock

CALIFORNIA
The Coleman Company, Inc., Los Angeles
The Coleman Company, Inc., San Francisco

COLORADO
B. K. Sweeney Company, Denver

CONNECTICUT
Roskin Bros., Inc., East Hartford

DISTRICT OF COLUMBIA
Mid-Atlantic Appliances, Inc., Washington

FLORIDA
Pearce & Johnson, Inc., Jacksonville
J. D. Johnson Company, Pensacola
I. W. Phillips & Company, Tampa

GEORGIA
Appliances, Inc., Atlanta

ILLINOIS
The Harry Alter Company, Chicago
Crum Distributing Company, Decatur
Hardware Products Company, Sterling

INDIANA
Wayne Hardware Company, Fort Wayne
Central Supply Company, Indianapolis

IOWA
G. J. Timmermann Company, Davenport
Sidles Company, Des Moines

KANSAS
Siebert & Willis, Inc., Wichita

KENTUCKY
Valley Distributing Company, Louisville

LOUISIANA
Walther Bros. Company, Inc., New Orleans
Frank Lyon Company, Shreveport

MAINE
Nelson & Small, Inc., Portland

MASSACHUSETTS
Bigelow & Dowse Company, Boston

MICHIGAN
Buhl Sons Company, Detroit
Buhl Sons Company, Grand Rapids

MINNESOTA
Marshall-Wells Company, Duluth
Marshall-Wells Company, St. Paul

MISSOURI
Inland Distributors, Inc., Kansas City
Hollander & Company, Inc., St. Louis
General Wesco Distributing Company, Springfield

MONTANA
Marshall-Wells Company, Billings

NEBRASKA
Bi-State Distributing Corporation, Omaha

NEVADA
Osborne & Dermody, Inc., Reno

NEW MEXICO
Albuquerque Lumber Company, Albuquerque

NEW YORK
Roskin Bros., Inc., Albany
Lee Distributing Company, Buffalo
Jericho Plumbers Supply Co., Centereach, L. I.
Roskin Bros., Inc., Middletown
O'Donnell Heating & Air Conditioning Co., Inc., Syracuse

NORTH CAROLINA
Shaw Distributing Company, Charlotte

OHIO
Hughes-Peters, Inc., Cincinnati
The Shuiter Radiant Company, Cleveland
Hughes-Peters, Inc., Columbus
The York Supply Company, Dayton
The Joseph B. Smith Company, Toledo

OKLAHOMA
Dulaney's, Oklahoma City

OREGON
Marshall-Wells Company, Portland

PENNSYLVANIA
The Coleman Company, Inc. of Pa., Philadelphia
Anchor Distributing Company, Pittsburgh

RHODE ISLAND
Tracy & Company, Inc., Providence

SOUTH DAKOTA
Power City Radio Company, Sioux Falls

TENNESSEE
C. M. McClung & Company, Inc., Knoxville
McGregor's, Inc., Memphis
Radio & Appliance Corporation, Nashville

TEXAS
Amarillo Hardware Company, Amarillo
Radio City Distributing Company, Dallas
W. G. Walz Company, El Paso
J. A. Walsh & Company, Houston
Straus-Frank Company, San Antonio

UTAH
Strevell-Patterson Hardware Company, Salt Lake City

VERMONT
The W. C. Landon Company, Rutland

VIRGINIA
R. F. Trant, Inc., Norfolk

WASHINGTON
Marshall-Wells Company, Seattle
Marshall-Wells Company, Spokane

WEST VIRGINIA
Van Zandt Supply Company, Huntington

WISCONSIN
Wisconsin Heating Distributors, Milwaukee

Comfort costs so little with a **Coleman**®

America's Leader in Home Heating

ALL EQUIPMENT AGA APPROVED OR LISTED WITH UNDERWRITERS' LABORATORIES

THE COLEMAN COMPANY, INC.
Dept. EM-951, Wichita 1, Kansas

Please have my distributor send me all the dope on the sensational new Coleman Bonus Heater promotion.

*Name*_____

*Address*_____

*City*_____ *State*_____

This product



saved the dishwasher industry

Some years ago, home dishwashing machines were launched into a tremendous potential market. Then, suddenly, the market began to dry up. DISHES WEREN'T COMING OUT CLEAN. Why? Because the cleansing agent and waterborne minerals combined to form washing film . . . which no dishwasher on earth could remove. Mechanical dishwashers got a black eye they never deserved.

But CALGONITE* gave the industry a new start. Calgonite is a combination of Calgon* (a water conditioner that *eliminates* washing film) and special cleansing agents developed for mechanical dishwashers. The Calgon "ties-up" washing film so the detergent can go to work. Result—sparkling-clean dishes, glassware and silverware. Calgonite keeps dishwashing machines film-free . . . ready to do the good washing jobs they were designed to do.

To make sure that new machine owners get the best possible dishwashing results, leading makers of automatic dishwashers *recommend* the use of Calgonite . . . and pack a generous sample package in every new machine that is shipped from their plants.

Now THANX*. . . a new compound developed to eliminate *special* problems in mechanical dishwashing. A chlorinated sanitizing agent combined with effective detergents, Thanx takes care of all the special extra-duty dishwashing problems. Eliminates water-spotting in troublesome water areas . . . promotes quick-drying, without streaks . . . washes plasticware perfectly . . . removes stubborn lipstick marks and coffee stains . . . keeps machines clean and in perfect working order.

*T. M. Reg. U. S. Pat. Off.

Now . . . Two great mechanical dishwashing compounds

CALGONITE

. . . the finest compound available for regular use in automatic electric dishwashers



THANX

. . . the wonderful new compound designed as the answer to "special problem" dishwashing



STOCK . . . DISPLAY
CALGONITE and THANX
FOR EXTRA PROFITS

CALGON, INC.
Pittsburgh 30, Pa.

ELECTRICAL APPLIANCE NEWS

TRADE REPORT



TED WEBER, JR.
News Editor

In Radio and TV

The New Lines Make Their Bows

• Broadened TV lines contain a model for every taste and every budget; 24-inch sets are added by many manufacturers

• In the radio field almost everybody shows (or says they will soon be ready to show) packaged high fidelity sets.

The shape of lines to come was beginning to become apparent in the TV industry last month.

Even as retailers began to complain about the industry's summer slump, distributors and manufacturers' field men were assembling for their first glimpses of the 1954 radio and TV lines. What they saw gave a good indication of what the trade can expect this fall. Specifically:

—complete lines, covering every price bracket, with a new tube size appearing in volume.

—some price competition at the low end of the scale but fairly unchanged prices throughout the rest of the line

—a new emphasis on radio, and particularly on packaged high fidelity units

—an acceptance of UHF as a field-tested and proved medium rather than as a novelty

—and some frank talk on color television.

Still to come as this was written (mid-June) were new line showings by several important elements in the industry. But the fact that many of the industry's giants had already lifted the curtains on their 1954 lines made it possible to take a look ahead at some developments which seem certain to be important in fall and winter trade.

Broad Lines. Philco showed its Atlantic City guests a line of 47 TV sets and 30 radios; Admiral offered 34 TV sets and 24 radios; and RCA had 48 TV sets. At first glance it looks like quite an achievement to offer 40 to 50 different TV sets. Actually, when one considers the various finishes, different chassis, and UHF-VHF combinations being offered by each manufacturer it is easy to see how a fairly basic line can multiply into the broad lines shown last month.

Philco, for example, offered sets in three chassis types—the 180, 190 and HF 200 series. The latter incorporates new designs which, according to Philco's Larry Hardy, produce a "picture of unusual clarity and depth called a deep dimension picture". Admiral was offering sets with three types of chassis—pentode, cascode, and super cascode. RCA listed its TV lines in three groups, subtitling them special, super and deluxe. Du Mont showed three lines and Zenith unveiled 48 models for its distributors.

Prices. As usual, there was some competitive maneuvering on prices of low-end sets. But prices on the rest of the line showed no really important variations. Admiral introduced a "summer special" in the form of a 17-inch plastic table model at $159.95. Philco's low-end model was a similarly-sized table model in walnut cabinet at $179.95—a $20 reduction from the list price specified in news releases distributed prior to the dealer showing in Atlantic City. Originally, the low-end RCA model was a 17-inch set at $199.95. In mid-June the firm added three more sets with a 17-inch model at $179.95 as price leader.

Radio. There was more talk about radio at the summer conventions than has been customary for some time—and the manufacturers were confident that they had something to talk about. To begin with, the radio market has survived the advent of TV in much better shape than many had expected. The popularity of the recently-introduced clock radio was also encouraging. But stealing the show at the summer conventions was high fidelity. Philco devoted plenty of time to introducing its new "phonoramas"—and drew an encouraging response from dealers watching the introduction. Admiral revealed that it will announce a hi-fi radio-phono combination in August. Also in August will come two new high fidelity phonographs from RCA—one a table model, the second a console. Zenith showed a "hi-fi" line and CBS-Columbia incorporated Columbia Records' "360" sound system in several new models.

UHF and Color. As might be expected, talk of color stole the show from UHF.

All new Philco models are available with an all-channel UHF tuner—and the tuner is also available as a separate unit. RCA offered both a continuous tuner (in its less expensive sets) and its previously used 16-channel tuner. Admiral offered both all-channel tuners and strip conversion. Even Zenith, long the staunchest supporter of strip conversion offered an all-channel tuner as optional equipment.

Frankest talk on color came from Philco's executives during the Atlantic City show. Executive vice-president James Carmine said that it would be two and a half to three years before volume of any kind was possible on

In Television This Fall You'll Find . . . . . In Radio This Fall You'll Find . . . . .



BIG SETS like this new Admiral 24-inch console, a tube size being added by many set makers.



BIG LINES, with sets available in different chassis, different finishes and different sizes. Above, a new RCA console.



NEW INTEREST in hi-fi with several set makers adding packaged units, like this new Philco radio-TV combination.

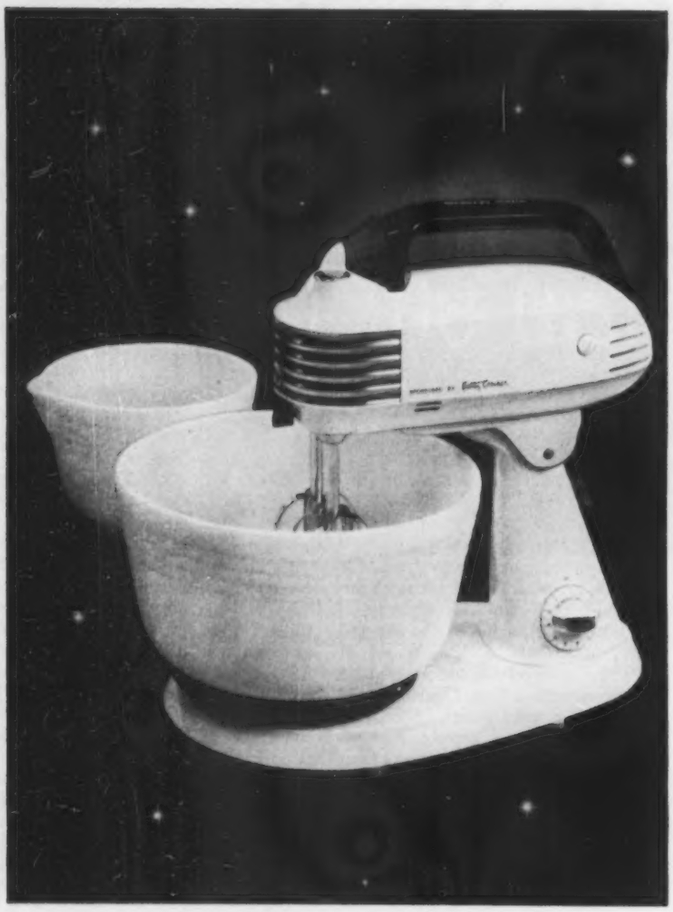


CONTINUING INTEREST in clock radios, with new features being added to these units. Above, a new Admiral set.

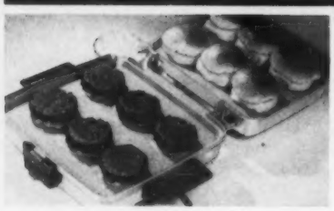


Betty Crocker of General Mills presents:

Four Brilliant New









THE MIXER THAT Times Itself!

General Mills All-purpose Food Mixer has exclusive built-in Mix Timer that assures perfect batter every time. Used on base or portably, motor delivers full power at every speed. Interchangeable beaters "pop out" for easy cleaning. **Retail: $43.95, with Mix Timer. Standard model $39.95.** *Timer available as accessory.*

THE GRILL-WAFFLE BAKER WITH Quick Change Grids

General Mills All-purpose Grill-Waffle Baker with exclusive Snap-Latch allows 30-second grid changes . . . and it's really BIG. Makes 4 plate-size waffles at once. As a grill it fries bacon, eggs, meat, toasts sandwiches, bakes pancakes—cooks plenty for everyone right at the table. Expansion hinge lets grill open flat. **Retail: $29.95.**



General Mills Double Automatic Toaster. High pop-up, toasts large or small breads to perfection. **Retail: $22.95.**

General Mills Tru-Heat Iron & Steam Ironing Attachment for ironing and steam ironing the famous Betty Crocker way. **Tru-Heat Iron: $12.95. Steam Ironing Attachment: $7.00. Combination: $19.95.**



Supported by the greatest advertising program in General Mills history!

Booths 900-901-902-800, Atlantic City Housewares Show

Stars for the Kitchen





THE FRYER-COOKER WITH Tru-Heat Control

General Mills Automatic Fryer-Cooker has famous "Tru-Heat" control to maintain correct temperatures so important in deep frying. It's also a roaster, oven, deep-well cooker, bun warmer, "keep-hot" buffet server. Wide stay-cool handles for easy carrying; drain spout for easy cleaning. **Retail: $29.95.**

THE COFFEE MAKER THAT Dials Coffee to Taste

General Mills Automatic Coffee Maker has special "Tru-Perk" control dial. Set for desired strength, coffee brews itself to fragrant perfection—automatically shuts off when indicated strength is reached . . . keeps coffee "serving hot" for hours. Makes 3 to 9 cups. **Retail: $27.95.**



General Mills Home Appliances

SPONSORED BY Betty Crocker

the line that holds housewives!

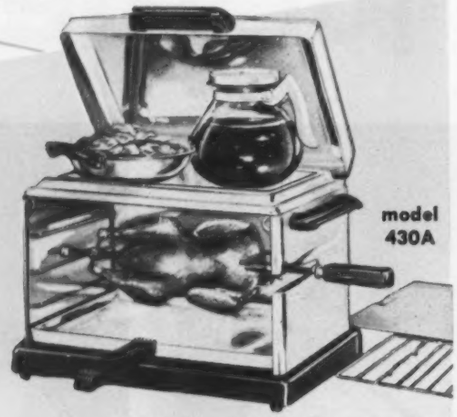


• Yes, Mr. Dealer, every time you sell a product in the Holliwood line you're well on your way to selling more and more! Why? Because the plus value . . . the inherent quality and enduring top performance built right into each Holliwood, sells another! Housewives are SOLD on Holliwood! That's why it's the line that HOLDS housewives . . . for YOU!

Holliwood

ELECTRIC HOUSEWARES

when you sell a Holliwood you sell the best!

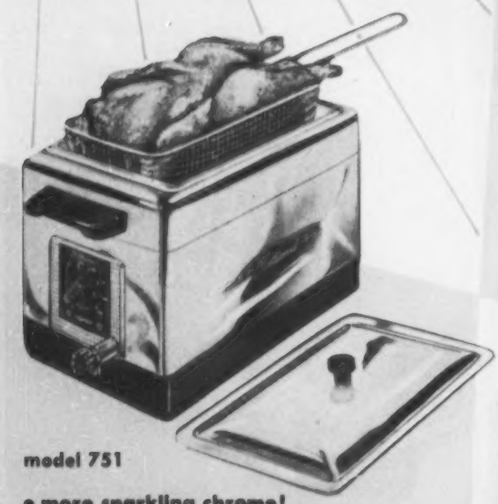


model 430A

• new! exclusive grease well!

Holliwood ROTISSERIE barbecue-broiler-grill

The "INFRA-RED" heating element gives the advantages of sealed-in juices: more healthful food with out-of-doors flavor! The Rotisserie barbecues! broils! roasts! warms! toasts! Completely chromed inside and out. Features stainless steel removable spit that is motor driven. Complete with splash shield.



model 751

• more sparkling chrome!
• new streamlined handles!

Holliwood Automatic DEEPFRY

Extra large family size that deliciously french fries an entire cut-up chicken. Capacity: 134 cubic inches.
Features easy drain spigot. Five year guarantee on heat element.



MODEL 420

Holliwood Convertible BROILER-GRILL

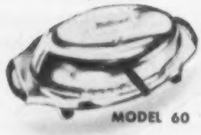
The wonderful Nichrome* infra-red ray element broils! grills! fries! toasts! warms! Extra large . . . broiling area 136 sq. in.—grill-fry area 120 sq. in., giving total cooking area 256 sq. in. Chromed inside and out.

Holliwood Infra-Red Ray BROILER OVEN

Double wall construction . . . chromed inside and out for added beauty . . . longer life. Nichrome* infra-red ray element guaranteed for one year.



MODEL 410



MODEL 60

Holliwood ELECTRIC BROILER

Two-heat control, even-heat INFRA-RED element and heat indicator. Chrome finish.
1 year element guarantee.



*Reg. T. M. of D-H Co.

every Holliwood product is UL approved

FINDERS MANUFACTURING CO.
CHICAGO 15, ILLINOIS

color sets. He said that after the FCC acts (he expects that to come at the end of the year) it will take a full year to bring out sets of any kind. Even then they will be still "laboratory models," cost about $1,000 and have small screens (about 14 inches). Dealers will sell black and white for the next two or three years and even after color arrives black and white will account for 50 to 60 percent of volume. In a speech prepared for but not given to the dealer convention, Philco president William Balderston said: "I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the FCC to short circuit the final field tests of the NTSC. To do so might jeopardize the entire future of color television. The system which finally is approved will be the result of splendid cooperation by the nation's best television engineers representing all companies in the industry—and not the result of the research or inventions of any single company."

During the Admiral showing, president Ross Siragusa said that it would be at least a year and a half, and probably two years, before "satisfactory" color sets would be on the market, even in sample quantity.

New Tubes. The long heralded 24-inch tubes began putting in appearances in quantity during the summer shows. RCA skipped this tube size in its line but both Admiral and Philco showed 24-inch sets. Philco had five consoles in this size group with prices ranging from $499.95 to $599.95 (the firm's only 27-inch set is priced at $750). Admiral also showed three 24-inch sets with prices ranging from $399.95 to $515. CBS-Columbia included two 24-inch sets in its new lines and Zenith had eight.

Scheduled Meetings

HOUSEWARES SHOW
Auditorium, Atlantic City
July 13-17

LOS ANGELES FURNITURE MART
Summer Market
July 13-17

MUSIC MERCHANTS SHOW
Palmer House, Chicago
July 13-16

WESTERN SUMMER MARKET
Merchandise Mart, San Francisco
July 20-24

AMERICAN HOME LAUNDRY MFRS ASSN.
Summer Meeting
Grove Park Inn, Asheville, N. C.
July 26-29

INT'L ASSN. OF ELECTRICAL LEAGUES
18th Conference
Fairmont Hotel, San Francisco
August 5-8

WESTERN ELECTRONIC SHOW & CONVENTION
Civic Auditorium, San Francisco
August 19-21



Beat the hot-weather sales slump!

...tie in with this COMPANION electric housewares promotion

More than four-and-a-half million women will see the important electric housewares article, *Plug In for Cool Cooking*, in the big July COMPANION.

Play it wise: tie in for hot-weather sales. Write now for *free* package of summer selling material: display card, banner, seal, and COMPANION "cool cooking" recipe handout leaflets. Build displays in your windows, in your store. And identify your store as an Electric Housewares Gift Headquarters with this seal. It's displayed in this month's article to guide women to your store.

Remember: what the COMPANION says *goes* for more than four-and-a-half *million* women.

For free display material, write: *Merchandising Department, Woman's Home Companion, 640 Fifth Avenue, New York 19, N. Y.*



Woman's Home COMPANION

CIRCULATION 4,545,007—NET PAID ABC

NEW! GREATER-THAN-EVER MONEY MAKING PROMOTION FOR HOME HEATER DEALERS!

NEW *3-WAY* COMBINATION OFFER GUARANTEES MORE SALES, FASTER SALES AND GREATER PROFITS FOR EVERY DEALER!

1 2 3

★ **BIGGER, BETTER, MORE POWERFUL THAN LAST YEAR'S RECORD BREAKING OFFER!**

★ ***SCOOP*** **ALL COMPETITION WITH THIS PROVEN PROFIT BUILDER!**

MAIL COUPON TODAY FOR PROFIT MAKING PROGRAM!

To: Queen Stove Works, Inc., Dept. EM73
Albert Lea, Minnesota

☐ Send complete "Old Heater Round-Up" SALE Plan details.
☐ How can I obtain an "Exclusive Superflame Franchise" and who is my distributor?

Name.....
Firm Name.....
Address.....
City.....*Zone*.....*State*.....

THE EASIEST WAY TO VOLUME HOME HEATER PROFITS!

Complete Sales and Advertising Kit is furnished! Everything is included to make 1953 the *biggest, most profitable* home heater year *you've ever had!*

Special Message TO ALL HOME HEATER DEALERS:

Right now is the time to get ready for this proven money making promotion. Take advantage of its FULL PROFIT POTENTIAL! If you are a SUPERFLAME dealer make sure your stocks are complete—make sure that you have your complete sales kit—then plan your advertising and promotion for the entire period of the offer.

If you are not a SUPERFLAME dealer rush the coupon or write or wire today for the name of your SUPERFLAME distributor and full details of this super-sensational "Early-Bird" promotion.

Superflame

"OLD HEATER ROUND-UP"

TRADE-IN SALE



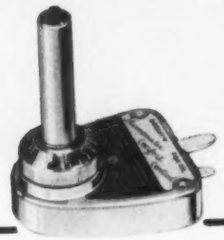
Superfan fits under Superflame Heaters—gives up to 25% more winter comfort—on the same amount of fuel.

Superfan FORCED AIR BLOWER

SAFE! NO DANGEROUS FAN BLADES

America's most versatile air circulator. Superfan provides forced air warmth in winter with Superflame "Fuel-Saver" heaters. In hot summer weather Superfan keeps folks cooler! It circulates, cools bedrooms, ventilates kitchens. It's the modern portable blower with countless uses!





"SALES-MAKING" AUTOMATIC THERMOSTAT Gives you *FOUR* big sales advantages! *Gives* your customers: 1. completely automatic heating; 2. "Round-the-clock" comfort; 3. savings in time and work; 4. savings on fuel! No electricity needed. No wiring. No costly installation. Attaches quickly, easily to the top of the safety control valve. Maintains room temperature within 2 degrees. Eliminates overheating and underheating.



Superflame OIL HEATERS WITH THE AMAZING "FUEL-SAVER"

America's Most Beautiful and Complete Line of Home Heaters!

Give your customers more for their money with SUPERFLAME! More beauty! More comfort! Amazing fuel savings! Only SUPERFLAME has the super efficient "Fuel-Saver" that increases radiating surface 100% . . . decreases chimney loss 40%. Saves up to ⅓ on fuel . sometimes more! 20 outstanding sales clinching features in all mean *faster, easier sales!*

THROUGH SPECIAL ARRANGEMENTS YOU CAN OFFER YOUR CUSTOMER $47.90 OR MORE FOR HIS OLD HEATER IN TRADE FOR THIS GREAT 3 WAY COMBINATION.

QUEEN STOVE WORKS, INC.

ALBERT LEA, MINN.

Canadian Distributors:

Great West Electric & Radio, Ltd., Winnipeg & Regina • Trans-Canada Electrical Appliances, Ltd., Toronto & Montreal

NOW IN DECORATOR COLORS!

All This and Business Too

Philco provides a rodeo, ice-show, fight night, thrill show and vaudeville show for its 7500 dealer guests at mid-summer convention in Atlantic City—then writes record-breaking volume of business

Just getting 7500 dealers together in one spot is unusual enough.

But when you're trying your best to impress and entertain those dealers at the same time the result is likely to be fantastic.

That pretty well sums up Philco's mid-summer convention in Atlantic City last month.

For its guests—who arrived from every section of the country by plane, rail and car—Philco offered four days of entertainment and a minimum of business. The single officially scheduled business meeting (the introduction of new radio and television lines) even had a sugar-coating—it was built around a spectacular professional ice show. And since anything which can be seen by 7500 people at once must of necessity be on the spectacular side, Philco went all out in providing entertainment for its guests. Besides the ice show they saw a rodeo, a fight night, an outdoor "thrill show" and a grand finale with a cast of over 100. Even the weatherman cooperated by providing four pleasant but not too hot June days.

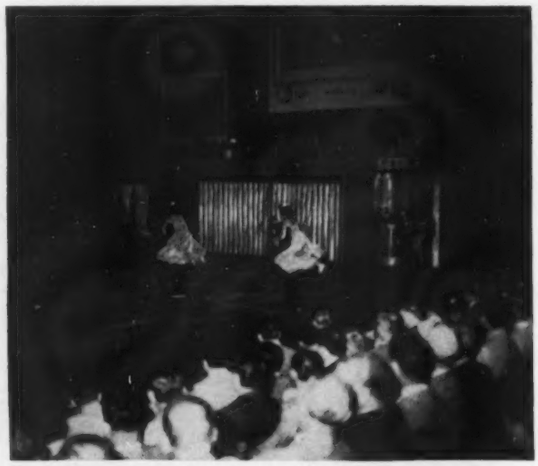
For Philco executives the best news of all came as the four day meeting ended: dealers, evidently impressed by the entertainment (and by the new lines) had placed heavy orders with distributors. Said a Philco official: "business is terrific."



ALL EYES were on the ice rink and on the three giant TV screens at the far end of Atlantic City's huge Conven-



OUTSIDE: A full brass band serenades Philco dealers as they assemble outside of Convention Hall just before meeting opens.



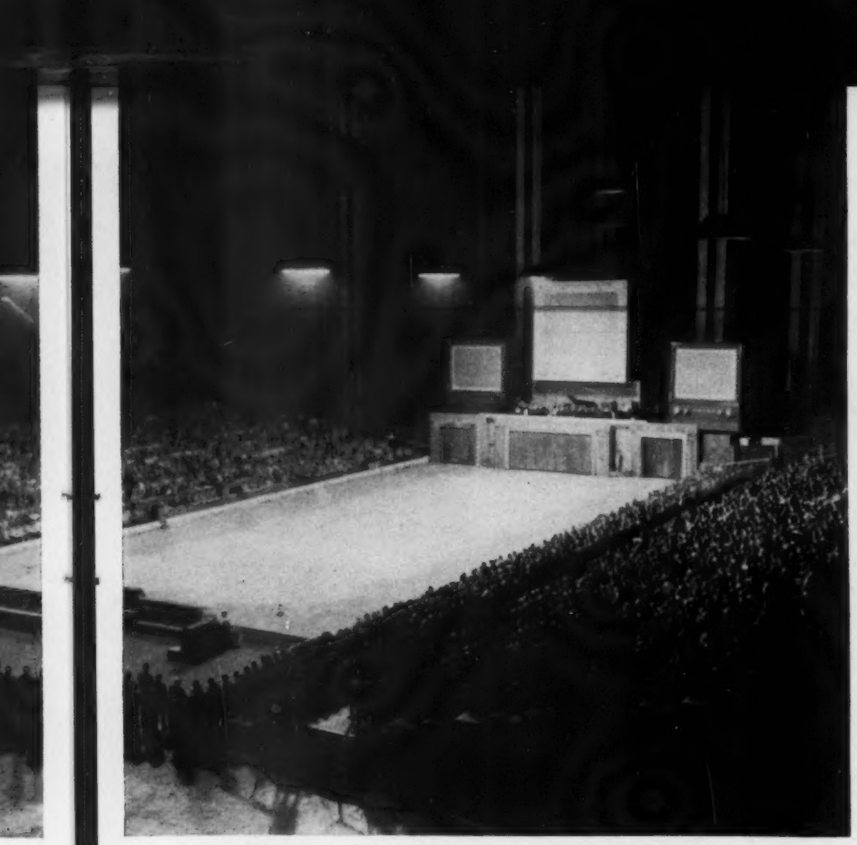
THE SHOW: Introduction of new lines was built around a spectacular three hour ice show.



INSIDE: The "Philco Posse" of Houston, probably the most colorful of many groups wearing identifying costumes, settle down to watch new lines unveiled.



THE TOP BRASS: Philco president William Balderston and executive vice-president James Carmine pause after the show.



tion Hall as Philco began formal presentation of its 1954 radio and TV lines for 7500 dealers visiting the resort as guests of the firm and its distributors. Pictures of new line were shown on the mock-up sets.



THE LINE: Skaters and products share the spotlight in center-ice as the "Philcorama" ice show comes to an end.



THE BRASS: Philco executives acknowledge applause of their dealer guests as they circle the ice in this "Philco special".

Sell H. C. Little *Electric Ignition* Oil Heaters for Real Profit!



These consumer advantages build PROFIT!

- ✓ **No pilot light**—On-and-off operation, thermostat controlled—the same system as on our costlier warm air furnaces.
- ✓ **Both radiant and circulating heat**—instant, body-warming warmth and uniform floor-to-ceiling temperatures.
- ✓ **Cheery, visible flame**—On No. 71 model.
- ✓ **Heat even if electricity fails**—automatic models can be hand operated during power failure.
- ✓ **No moving parts in burner or heater**—no motors to oil or service.
- ✓ **Four sizes**—42,500 to 77,000 BTU output.
- ✓ **Listed by Underwriters' Laboratories.**

NEW! *Get details today about the money-saving DATING-DISCOUNT PLAN that permits you to order oil heaters NOW and PAY LATER out of profits!*

H.C. Little Burner Company, Inc.
25th Anniversary
SAN RAFAEL, CALIFORNIA

H. C. LITTLE DISTRIBUTORS:

Aurora, Ill.
Baltimore, Md.
Belmont, Mass.
Boise, Idaho
Columbus, Ga.
Detroit Lakes, Minn.
East Orange, N.J.
Fayetteville, N. Car.
Portland, Ore.
Prescott, Ariz.
Reno, Nev.
Rochester, N.Y.
St. Louis, Mo.
St. Petersburg, Fla.
Salt Lake City, Utah
Seattle, Wash.
Spokane, Wash.
Toledo, Ohio

MAIL COUPON TODAY

H. C. LITTLE BURNER COMPANY, INC.
SAN RAFAEL, CALIFORNIA

Gentlemen:

Please send us complete information about your OIL HEATERS and the new DATING-DISCOUNT PLAN.

Name_____

Sure it's tough to sell a dishwasher here



General Electric's Free- will help you get a good

You can talk all day to a woman about the wonders of owning an automatic dishwasher.

But you'll save a lot of words, and get much faster action, if you let her *use it in her home.* When she's proved to herself how a G-E Automatic Dishwasher saves her time; gets her dishes and pots and pans *hygienically clean* (and helps protect her family's health); saves her hours of unpleasant work —that sale is *made,* no question about it!

Case histories *prove* this, time and again. When a woman has *lived* with an automatic dishwasher for a while, she isn't about to part with it!

No plumbing necessary! The new General Electric UC-120 is designed for home trials.

It's a full-size, fully automatic, de luxe dishwasher equipped with casters and a discharge hose that hooks over the sink. A universal coupling attaches right to the faucet. So it actually requires no costly installation—can even be used as a portable!

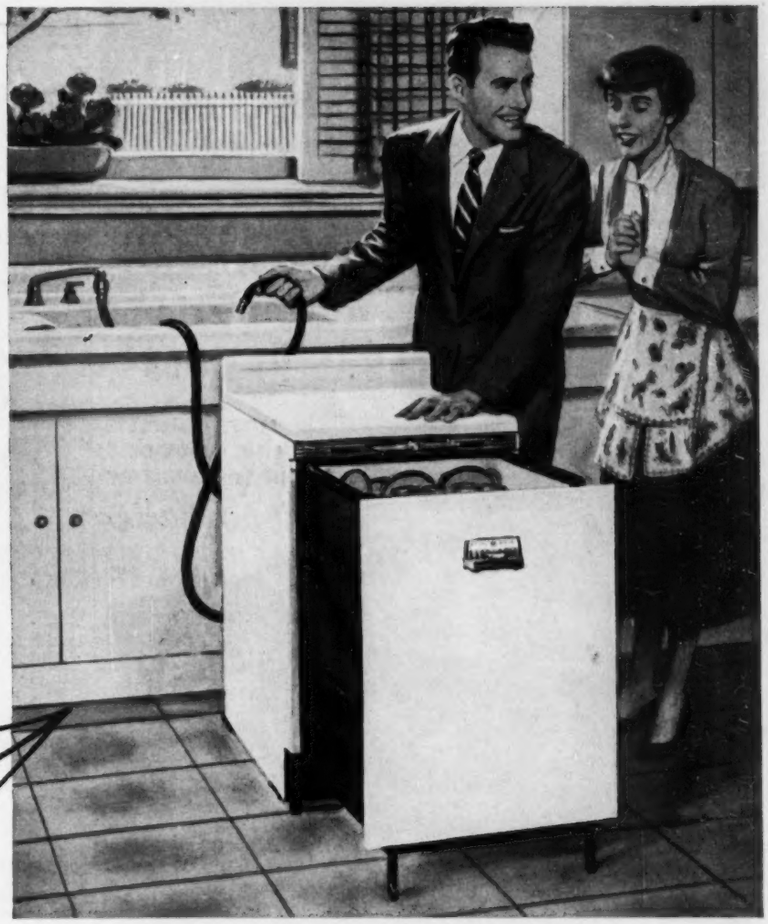
We're telling everybody about it! The 10-Day Free Home Trial is an important offer in our advertising, both in nationally read magazines and on television ("I Married Joan," featuring comedienne Joan Davis).

Since we're telling so many people about it, isn't it just good business sense for you to get in line for the *profits?* . . . to establish *your* store as local headquarters for this FREE-HOME-TRIAL offer?

DON'T PASS UP THIS MONEY-MAKING OPPORTUNITY
Get in touch with your distributor TODAY!



But it's a cinch to sell a dishwasher here



Home-Trial Plan chunk of dishwasher profits!

Portable Conversion Kits now available! Your distributor has a special Conversion Kit, with which you can convert a free-standing dishwasher into a portable model on casters. With the portable dishwasher, *no installation is required in your customers' homes!* You should always have at least two of these kits working for you in your best prospects' homes—and you can expect that about 80% of these kits in homes will result in *sales.*

In addition, there's a host of promotion materials, including newspaper ad mats, to help you set up and cash in on a home-trial plan for selling G-E Dishwashers. The General Electric Company, Louisville 2, Ky.



"One home-demonstration model sold 3 dishwashers in 10 days!"

—says Mr. H. L. Shelhamer, G-E dealer in Morgantown, W. Va. "I'm firmly convinced that the free-home-trial plan is the only way to sell dishwashers—and I'm putting more demonstration models out in the field right away!"



GENERAL ELECTRIC

THE ONLY 30-INCH GAS RANGES
with wonderful COMFORT-LEVEL BROILING
(up near the cooking top)

beautiful, new ROPER Space-Master automatic GAS RANGES

MOST COMPLETE LINE OF MODELS IN THE INDUSTRY ...for all gases

FAMOUS "INSTA-SET" PANEL including "Insta-Matic" Clock, "Timed-Convenience Outlet, Precision "Melody" Timer and Fluorescent Lamp Switch

SENSATIONAL NEW STYLING with Instant Eye Appeal

BIG FULL-WIDTH BROILER Perfectly positioned for Comfort and Convenience

FLUSH-TO-BACK and FLUSH-TO-END CONSTRUCTION Compact and complete

"SPECTRO-MATIC" BURNER CONTROL Color Selection of the Ideal Heat Speed for Every Cooking Operation

FULL 24-INCH ROASTING AND BAKING OVEN... Handles Everything from a squab to a 35 lb. Turkey or 10 loaves of Bread or 6 Cakes

BUILT TO Cp STANDARDS

EXAMINE THESE OTHER OUTSTANDING ROPER PRODUCTS, TOO...

Sensational, Deluxe "SPECTRO-MATIC" GAS RANGES

Fully-Automatic DRY-AIRE Gas Clothes Dryer

Geo. D. Roper Corporation, Dept. EM753
I'm interested in the Profitable Roper Franchise.
Send Complete Information.
Company Name.....
Individual.....
Street Address..... State.....
City.....

GEO. D. ROPER CORPORATION • Rockford, Illinois
OFFICES AND WAREHOUSES IN PRINCIPAL DISTRIBUTION CENTERS

TV for the Music Trade

Fifty-second annual trade show gives promise of more television and radio; broadening of lines calls for additional space in Chicago

Bigger and better things are in sight for visitors to the fifty-second annual Music Trade Show & Convention to be held in Chicago this July.

The annual affair, scheduled for a four-day run from July 13 to 16, is expected to draw a large number of interested buyers from throughout the country.

Last year's event, held in New York City, drew an attendance of some 7,400 people, despite the sweltering heat during the summer period. Some 1,670 retail stores were represented on the registration list.

The Palmer House will be the site of this year's Windy City activities, with additional exhibition space readied for the merchandise to be displayed. More than 300 rooms and exhibit spaces have been reserved for the show.

Television will be making a strong bid to the music merchants this year, with additional space being prepared for the video folks. Both television and radio-phonographs will appear at the following locations: mezzanine booths, Red Lacquer Room, club floor, exhibit hall and the sixth floor. High fidelity systems, in addition, will be seen on the sixth and ninth floors, plus the exhibit hall.

The ninth floor of the Palmer House, formerly an overflow area, will be a full fledged exposition floor, practically a duplicate of the seventh floor as to number of exhibitors, variety and quality of merchandise.

To accommodate the demand for more large exhibit areas, the north end of the exhibition hall has been divided into large units. TV and radio manufacturers have taken over this extra available space, with the remaining area devoted to booth displays as in former years.

Registration for the show begins Sunday, July 12 at 10 a.m. in the ball room foyer on the fourth floor. The exhibits will officially open at 9 a.m. on Monday, July 13.

Split Introduction

A new twist in distributor-dealer meetings was inaugurated by Raytheon Mfg. Co. recently when the firm presented the initial part of its "two-part" sales meeting.

During the first phase of the meeting (June 4-13), heads of distributor companies were invited to Chicago for a confidential two-day discussion of the summer and fall plans. The second phase of the newly styled setup will consist of the formal presentation of the 1954 Continental line of Raytheon television receivers July 30 in Chicago. The company expects more than 1,000 distributor salesmen and dealers to attend the meeting.

While the Continental line will be

A Sound Idea



NEW INVERTED speaker brings smiles and congratulations from William H. Kelly (right), vice president in charge of sales for Motorola to Gordon S. Carbonneau, president of Carbonneau Industries Inc. Reduction of bulk is possible with the new speaker, making possible large-speaker tone in small radios, according to the firm. Motorola is using the new speaker in its Porta-Clock and other models in the line.

SESSIONS MAKES HEADLINES AGAIN!

There's profit news for YOU in these 5 great additions to the Sessions line!

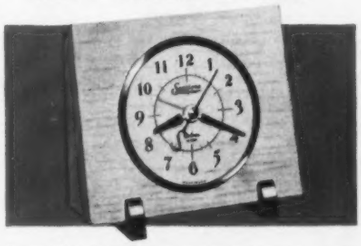
It's a Sessions year! First came Sessions' revolutionary new thin movement, biggest electric clock news in ages. Then the Saucer Clock, America's lowest priced quality kitchen clock. And *now* look! New wood alarms, the handsomest values in their field . . . The new low-priced "Sweetheart" alarm . . . A distinctive kitchen clock . . . And a promotable new gift set. More proof that today Sessions brings you the most salable clock line in the business!

New "Encore" Alarm!



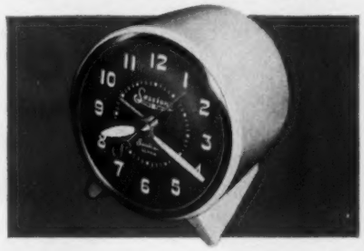
What a low price for a wood-cased alarm! Dark mahogany finish, gleaming brass colored bezel frames gold numeral circle. Brown center field. White minute and hour hands, brass second hand, Tru-Bel alarm. Retails at **$6.95***

New "Belmar" Alarm!



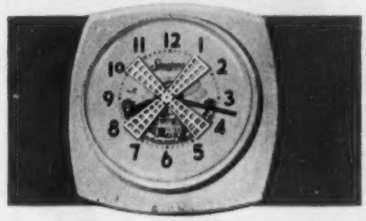
Smart blond mahogany-finished wood case. Tapering sides. Brass feet. Light wood grain dial. Gold colored hour and minute ladder. Tru-Bel alarm. Retails at **$8.95.*** Dark mahogany, luminous numerals and hands, **$9.45***

New "Sweetheart" Alarm!



Coffee-colored face in a gleaming *new kind* of clear ivory case. Distinctive numerals, sweep-second hand. Famous Tru-Bel alarm. A sweetheart of a buy. Retails at **$4.95.*** With luminous dial and hands . . . **$5.95***

New "Windmill" Kitchen Clock!



Modern version of Sessions' famous Dutch clock. White polystyrene case frames Dutch windmill scene. Delft blue or red dial, black numerals and hands. Red Day-Glo windmill vanes serve as sweep-second hands. Retails at **$5.95***

New "Perfect Pair"



Sensational new package gives you double clock sales for gift occasions. New Sessions Garland Boudoir Alarm (**$8.95*** retail) and Sessions Saucer Kitchen Clock (**$3.95*** retail) packed together to retail at only **$12.49***

STYLED BY MAC TORNQUIST

Sessions Electric Clocks

YEARS AHEAD IN ELECTRIC TIME

THE SESSIONS CLOCK COMPANY, Forestville, Connecticut. In Chicago: Merchandise Mart Plaza. In San Francisco: Western Merchandise Mart. In Canada: The Frank Martin Co. (Exclusive Sales Agent) Toronto, Ontario.

**Plus applicable taxes*

See you at the National Housewares Show in Atlantic City - July 13 to 18 - Space 1302-03

The hottest housewares promotion in years!

...to start your Christmas selling early!

Arvin Pre-Xmas Bonus



Your customer buys either Arvin Lectric Cook or Arvin Coffee Perk at the regular price, and gets this new Arvin Convertible Tray-Table for only

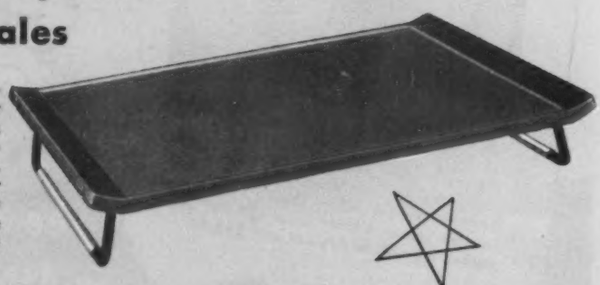
$1.50

(established retail price $7.95)

An exclusive Raymond Loewy design

In your window...on your floor... this Arvin Convertible Tray-Table will make traffic and sales

Styled by famed Raymond Loewy Associates exclusively for Arvin. Plastic on steel, Saffron Yellow finish, 18 x 25 inches. Converts instantly from a tray to a sturdy, smart-looking coffee table standing 16 inches high on black wrought-iron legs. A miracle of convenience. A perfect gift. Your customers will say "That's for me!" when they spot this sensational Pre-Xmas offer in your store ——*at a saving of $6.45!* You'll find it an irresistible stimulant to early Christmas shopping!



Get all the details from your Arvin distributor now—or write...

These Arvin favorites have terrific holiday gift appeal. With the Arvin Tray-Table Deal—well, get ready for traffic!






Double Griddle


Steak Grill


Sandwich Toaster


Automatic Waffler

Arvin
Lectric Cook

Sandwich Toaster! Steak Grill! Double Griddle! Automatic Waffler! Remind your customers that they're actually getting 4 appliances for one price! Arvin Lectric Cook, open as a griddle, has a cooking area equal to 3 ten-inch skillets, for hamburgers, pancakes and sausages—even crepes suzette! Converts in seconds to a fully automatic waffler, with heat control and signal light. Beautifully styled in gleaming chrome for instant appeal to gift shoppers. **$29.95**

(waffle grids included)


Red Ball Control


Range-type Heating Unit


Easy to Clean


Protects Fingers

Arvin
Automatic Coffee Perk

Everybody likes the beauty and dependability of the Arvin Automatic Coffee-Perk. Users enjoy having coffee of uniform strength, every time—kept hot and ready to serve automatically, without boiling. Not to mention the safety factor (no harm done if water is forgotten)—and the easy-to-clean wide opening and well. No wonder Arvin Automatic Coffee-Perk is fast becoming America's favorite coffee-maker! It will perk up sales in your housewares section! **$29.95**

National Advertising • Displays • Mats • Radio Spots



Big color ads during October and November in This Week Magazine, Ladies' Home Journal and Woman's Home Companion will bring you customers on the run!



FREE—4 x 23-inch colorful display label for top of tray-table

FREE—12 x 36-inch 2-color window streamer

—plus free mats **—plus radio spot announcements**



ELECTRIC HOUSEWARES DIVISION, ARVIN INDUSTRIES, Inc., COLUMBUS, INDIANA

Features that make

Enterprise

your BEST-SELLING ELECTRIC RANGE!

SHOW any woman how the Enterprise Electric Control Clock starts and stops cooking in either big oven... POINT OUT how much less it costs her than other ranges... and you move closer to a sale!

SHOW her the TWO high-wattage units for rapid preheating and balanced, even cooking... the one-piece, porcelain finish, tank-type design with rounded corners that catch no grease... the easy-to-remove bottom for quick cleaning!

SHOW her the rack supports embossed in the sides... non-tilt racks with stops to prevent accidental pull-outs... extra height in both ovens for practical use with large utensils... heavy Fiberglas insulation around both ovens!

TO SHOW these down-to-earth features is to sell an Enterprise. And to sell an Enterprise is to sell guaranteed merchandise that won't come back and a customer who will!



MODEL 26384

AND REMEMBER — Enterprise makes a range for every need... 30 gas, 14 electric models. WRITE TODAY for free catalogue.

Serving a value conscious America for nearly 100 years

PHILLIPS & BUTTORFF MANUFACTURING COMPANY

NASHVILLE 3, TENNESSEE

shown this July, the Suburban line was introduced in May, giving the firm a split introduction of the lines, instead of the traditional mid-summer presentation. The recommended retail price structure on the Suburban line was designed, according to W. L. Dunn, Raytheon vice president, to permit greater margins at both distributor and dealer levels. Lists of some models have been boosted to permit increased trade-in allowances and at the same time, reductions of distributor costs averaging six percent have been formalized. It is hoped that these wider margins will permit greater freedom in new markets and that the program will minimize the distributor's inventory problems.

No recommended lists have been placed on all promotional table models in the 1954 Suburban line. Each distributor will be permitted to establish his own list price.

Radio-TV Briefs

● New York's fashionable Essex House, located on Central Park South, has installed CBS-Columbia television sets in almost 400 suites. A 17-inch CBS-Columbia table model receiver has been made available to hotel residents without charge, according to the hotel management.

● Increased production of aluminized TV picture tubes is expected by General Electric with the opening of a three-story addition to the Buffalo tube works. Built at the cost of $100,000, the addition will add 7,000 square feet to the plant's existing 169,000 square feet.

● Expansion of the export market by Allen B. Du Mont Laboratories Inc. is indicated by the appointment of Yaou Radio Mfg. Co. of Tokyo as exclusive distributor in Japan for Du Mont TV receivers and picture tubes. The new distributor is an outstanding electronics manufacturer as well and employs 2,000 dealers in the distribution of its products.

● Radio-television division of Stromberg-Carlson has changed its service policy to include one year's warranty on picture tubes and 90-day warranty on parts and small tubes. The company is discontinuing its former policy of adding the warranty charge to the retail price of each model, following the industry trend of including warranty in suggested list prices.

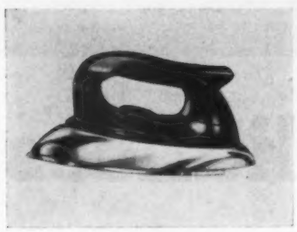
● Capehart-Farnsworth is now working directly with trailer manufacturers in the installation of Capehart television receivers in the mobile homes. Capehart will supply special trailer kits ready for installation in the trailer.

● Sixty-five percent of those replying to a recent Purdue opinion panel said they would pay $1 to see a championship fight in their home by subscription TV. Although some said they would not pay to see fights, they would do so to see football, opera, good movies and drama. Postcards were sent to 100,000 TV owners.

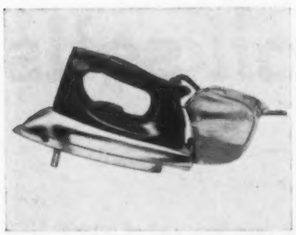
PROCTOR



FOR PROFITS AND SALES



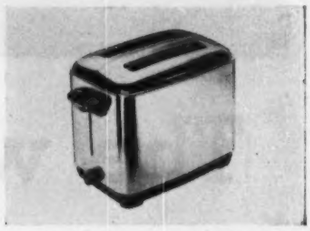
989 Champion Iron



990 Steam-Dry Iron



Hi-Lo Table; Model 50A Cordminder



1469A Deluxe Toaster



1483 Custom Toaster



5 AND 1 DEALS

Deal No. 1: *5 Deluxe Toasters 1469A—1 Deluxe Toaster 1469A at 50% off list.*

Deal No. 2: *5 Custom Model Toasters 1483—1 Custom Model Toaster 1483 at 50% off list.*

Deal No. 3: *5 Champion Irons Model 989—1 Champion Iron Model 989 at 50% off list.*

Deal No. 4: *5 New Steam-Dry Irons Model 990—1 New Steam-Dry Iron Model 990 at 50% off list.*

Deal No. 5: *5 Never-Lift Irons Model 991—1 Never-Lift Iron Model 991 at 50% off list.*

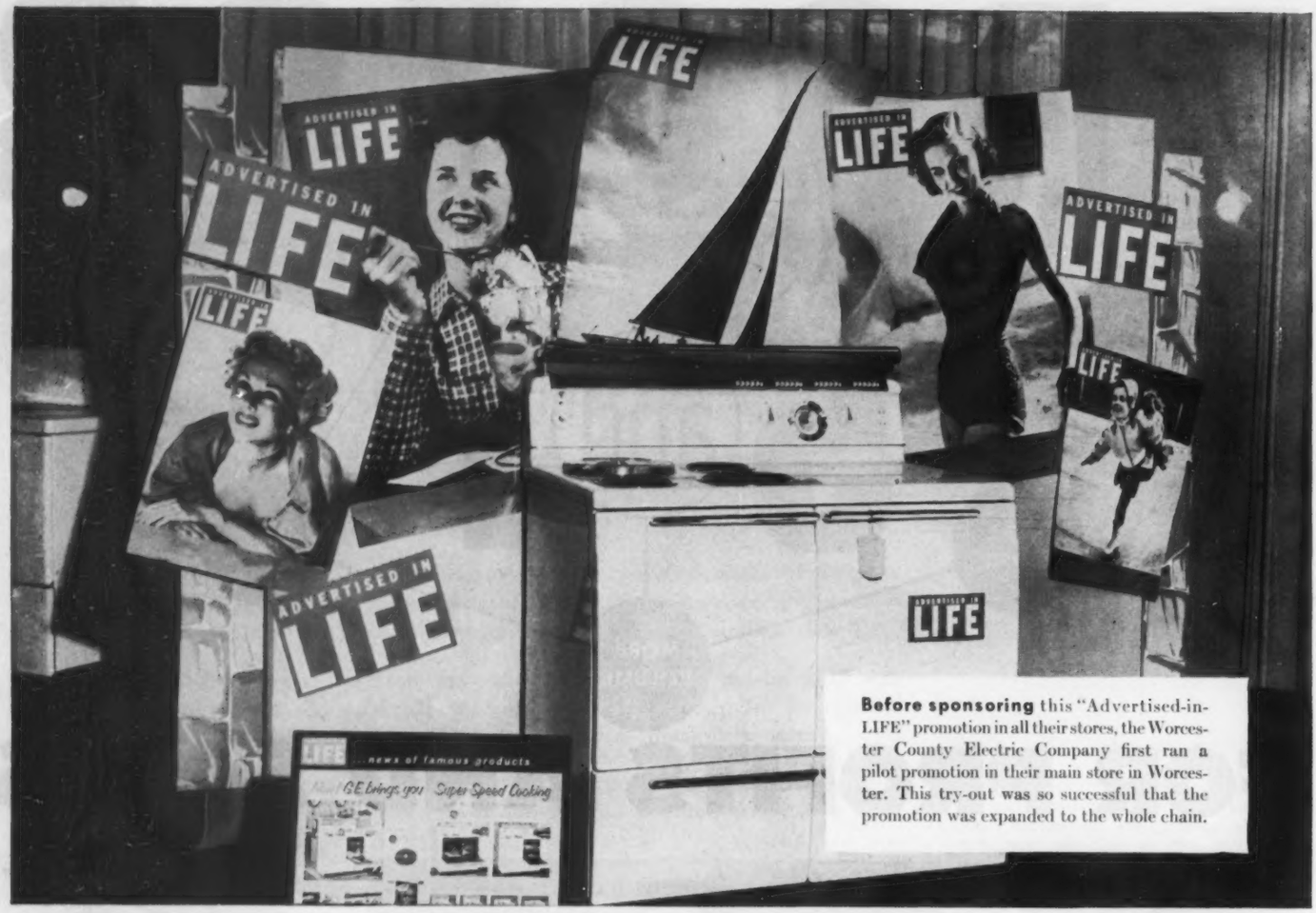
Deal No. 6: *5 Cordminders Model 50A—1 Cordminder Model 50A at 50% off list.*

• Now . . . Ask about Proctor's 5 & 1 Profit Program for More Sales

PROCTOR ELECTRIC CO.
3rd & Hunting Park Ave.
Philadelphia 40, Pa.

PROCTOR

• THE APPLIANCE NAME YOU CAN TRUST



Before sponsoring this "Advertised-in-LIFE" promotion in all their stores, the Worcester County Electric Company first ran a pilot promotion in their main store in Worcester. This try-out was so successful that the promotion was expanded to the whole chain.

The way LIFE sells appliances . . . sells



Newspaper ads like this → kicked off the promotion. Fifteen LIFE-advertised appliances were featured. LIFE's retail representatives worked right along with Worcester's supervisors to help plan this sales program.

THE WORCESTER COUNTY ELECTRIC COMPANY of central Massachusetts recently staged an "Advertised-in-LIFE" promotion in their 20 retail outlets. This promotion went a long way toward helping the company further its two aims—1) *To sell electrical appliances*, and 2) *to increase consumption of electrical power*, through the use of these appliances.

Jack T. Healy, Worcester Electric's assistant merchandising manager, says:

"Our recent 'Advertised-in-LIFE' promotion was a great success. It provided us with a chance to further impress our customers that we have the brands advertised in LIFE. Most of Worcester's population reads LIFE, so it was a natural thing for us to tie in with LIFE in a big way.

"The promotion was a definite stimulus to our whole organization and was worth every minute of the time and effort put into it. We definitely would like to consider a repeat promotion in the future."



Attractive arrangements of display material in windows and store interiors created much favorable comment. This was the second independent member of the New England Utilities System to stage a major "Advertised-in-LIFE" promotion recently.

appliance men on LIFE

Every issue of LIFE *reaches 11,880,000 households in the United States**

*From a *Study of the Household Accumulative Audience of LIFE (1952)*, by Alfred Politz Research, Inc.

9 Rockefeller Plaza, New York 20, N. Y.

First in circulation
First in readership
First with appliance dealers

Freezers: Where and Why

Convenience, not savings, rates first with freezer owners, Amana finds; larger upright models are moving into the kitchen

The typical purchaser of a food freezer buys it primarily for the convenience it provides for storing food. This typical consumer, head of a family of four in a small city, installs an 18 cubic foot upright in his single family residence. His interest was probably stimulated by a dealer salesman.

These are the conclusions drawn by Amana Refrigeration, Inc., from a study of warranty cards submitted by recent purchasers of the firm's freezers. Amana's vice president George C. Foerstner said that the study confirmed the growing preference for larger size upright units and that convenience is becoming the principal advantage of the freezer in the home.

The study revealed that urban residents lead in ownership of the firm's freezers (42.5 percent), with the suburbs close behind (33 percent). The rural market owns about a quarter of the firm's freezers. Single homes lead the entire group by the wide margin of 87 percent, with apartment owners showing a weak seven percent as against only five percent being found in duplex units.

The question of location for the firm's customers points out that the favored spot is the kitchen (30 percent), while the basement came in second with some 26 percent. Other preferences followed with the utility room at 16 percent, while the garage and porch locations both were favored by under 10 percent.

Queried as to size of family, the owners answered with "four" as the leading number of persons using the freezers (33 percent). Families of two, three and five followed with only slight variance between them (17-18 percent).

When asked what the freezer's greatest advantages were, 45 percent voted convenience in storing food as first choice. Savings through quantity buying came next with 44 percent. Interest in the Amana freezers were stimulated the most by dealer salesmen (over 58 percent) says the survey, while other factors (word-of-mouth, television and radio) interested well over a quarter of the owners. Magazine and newspaper ads, plus demonstrations by home economists, were also listed.

Washer Follow-up

"Preferred customer" certificates are being used by Norge distributors in a preliminary campaign to merchandise the firm's new dryer.

The certificates, which give priority on purchases of the dryer to owners of the companion automatic washer, are being sent out by distributors with a personalized letter on the dryer's features, plus an illustrated dryer. The certificate carries the customer's name and that of the dealer who sold the washer.

His Day



ART LINKLETTER, star of the "People Are Funny" show sponsored by Amana freezers, arrives in Cedar Rapids, Iowa, to open the summer series of the program, and finds it is "Art Linkletter Day." Talking about the proclamation at the airport are (left to right) Mayor Milo Sedlacek, Amana vice president George C. Foerstner, Linkletter and the show's producer, John Guedel.

Shirt Ironing Contest



NOVEL SALES PROMOTION stunt staged jointly by the Levittown (L. I.) Center Merchants Assn. and National Presto Industries found husband and wife teams entered in a shirt ironing contest. Women's speed and skill in ironing and husband's agility in putting on shirt and tie and sprinting to judges' stand determined winner in the contest which drew entries from 15 couples representing various towns and shopping centers in the area. (Wide World photo)

Avoids Trade-ins

Plugging the theme that when a consumer buys a new refrigerator, she should think twice before trading in the old unit, the June issue of *Better Homes & Gardens* featured the various ways of putting this idea into use.

Basic idea is to help appliance dealers sell more new refrigerators by showing how a "second one" can be used, thus side-stepping trade-ins.

A tie-in with the BH&G feature for dealers was accomplished through direct mail, display and newspaper advertising.

Border Business

Merchants in Vancouver, B. C., are once again carrying on a campaign to awaken Ottawa to action to curb the flow of merchandise from Portland, Seattle, and Bellingham to Van couver and other B. C. cities. Every week-end and over holidays hundreds of United States labels can be seen lying in the gutters in cities near the border after shoppers rip them off in order to get illegal purchases across the border, B. C. merchants claim.

It is pointed out that Seattle retailers are stepping up their campaign to secure Vancouver business and one big firm of Seattle credit jewellers has been circularizing Vancouver residents offering them credit accounts and no down payments. The letter points out that purchases made under this plan will be duty free, and there will be a premium for the Canadian currency, as well as a special souvenir gift. It is pointed out in the letter that world-famous appliances are priced much lower in the United States.

The electrical appliance dealers section of the Retail Merchants' Association has also issued a warning that electrical appliances bought in the United States may not come up to the requirements of the Canadian Standards Association and that Canadian insurance companies can refuse fire claims where the fire originated from an unapproved appliance.

The Windup

Some 20,000 retail salesmen were listening for the phone to ring during the week of June 15. If it was the top brass of Westinghouse on the end of the line, the salesmen had a chance to be one of the 32 grand prize winners of the firm's operation Bing Bong.

This was the highlight of the 1953 training program by Westinghouse to train the retail salesmen on the firm's full line of major appliances.

Divided into two parts, the first section of the program was a series of one-day retail sales clinics held in 471 cities across the country. Each salesman was fully trained to give a four-point sales story on each appliance.

The second phase, called operation Bing Bong for the telephone ring, involved a nationwide check to find just how well the men knew their sales pitch. Over 8,000 calls were placed by Westinghouse, with good stories paying off in cash prizes ranging from $5 to $50 depending on whether a distributor, branch or district office or division headquarters made the call.

The windup came when Westinghouse top executives placed calls in search of the 32 grand prize winners. These winners will receive an all-expense trip to electric appliance division headquarters at Mansfield. Distributor salesmen who trained winners will go along.

Taped Meetings

Executives of Webster-Chicago Corp. hold monthly sales meetings simultaneously in 14 different cities by using the firm's own product, a portable tape recorder.

The plan was devised by the company's vice-president in charge of sales, Norman C. Owen. The Webcor merchandising committee puts on a monthly "merchandising roundtable" in Chicago just as if all the sales force were present. A tape recording of the meeting is made and copied, then sent to each of the regional representatives. They in turn play it back at the same time of a specified day.

The messages, 30 to 45 minutes long, usually review plans and sales activities and often include requests for action on specific campaigns or sales matters.

A Cool Prediction

Within five years we may find that one out of every two new houses will be air conditioned. So says Cloud Wampler, president of Carrier Corp., in forecasting the future for the air conditioning market.

Emphasizing that the percentage of new house construction with year-round air conditioning has jumped from 1.5 percent in 1952 to 6 percent in 1953, he said that the number of air conditioned homes in the country may pass the 2 million mark in 1958.

Speaking of the growing popularity of the room air conditioner, he said that 750,000 units may be sold by the industry this year, an increase of 82 percent over the number sold in 1952. He said that next year should see higher production and sales.

Wampler sees the purchasers of room units as the best future customers for complete home units, being sold on the advantages of air conditioning. "As a result," he said, "I am convinced that by 1958 the dollar volume of sales of year-round residential units will catch up with and thereafter exceed that of room air conditioners for homes."

Planning Contest

A kitchen planning contest open to all retail salesmen of General Electric major appliances is now running, tying-in with the appliance firm's Diamond Anniversary Sweepstakes campaign.

The contest offers as prizes 60 of the 24- and 36-inch spacemaker ranges for the best planned kitchens employing these ranges to solve a particular space problem. The dealer-salesman contest is on a sectional basis of five regions. To participate, salesman must develop a kitchen layout for his home, that of a customer or one for his store. Plan must include a G-E spacemaker range and be backed by a less-than-one-hundred word report on how the range solved the kitchen planning problem.

National advertising and in-store display is being used to stimulate sales of ranges and water heaters.

LOOK WHAT'S HAPPENING TO YOUR MARKET!



the Osterizer now doubles and re-doubles your liquefier-blender market

Already dollar volume of liquefier-blender sales have *doubled* in the last two years. And now OSTER goes "all out" to *re-double* your market with our "Food Preparation Story". Yes, to *presell* 8 out of 10 families that the OSTERIZER is the "New Modern Meal Maker" to be used in preparing every-day meals.

Special blender cookbook offer advertised in leading magazines brings women looking for the Osterizer



Tie in with this consumer advertising — Feature this $42.95 value for only $39.95. All you need for a successful promotion is packed with the OSTERIZERS. Here's the offer! You order 10WE-D1 OSTERIZER packed two in master carton with Mary Meade Blender Cookbooks, one counter or window display, one window streamer, and fifty consumer leaflets. Stock, display and *sell* OSTERIZERS now. John Oster Manufacturing Co., Racine, Wisconsin.

Oster pre-sells your customers in these and other great consumer publications.



SEE US AT THE HOUSEWARES SHOW
July 13 — 17 . . . Atlantic City, N. J.
BOOTHS 1101 and 1102

©1953

OSTER GIVES $3 COOKBOOK BONUS TO OSTERIZER BUYERS

The big Osterizer liquefier-blender offer . . . including the new "Mary Meade Cookbook" has captured the fancy of the electric housewares market. It has provided dealers with a tremendous sales opportunity . . . enabling them to offer a regular $42.95 value for only $39.95. For complete details, write John Oster Mfg. Co., Racine, Wis.

DEALERS FIND HOMEMAKERS WANT DOUBLE ACTION KNIFE SHARPENER

Homemaker approval . . . showing itself in stepped up sales . . . has proved the Oster double action electric knife sharpener a real money maker. Dealers report that women praise the speed and ease of sharpening both sides of a blade at once. Oster is helping its dealers with a hardselling advertising program in national magazines. For details, write John Oster Mfg. Co., Racine, Wis.

WORLD'S LIGHTWEIGHT CHAMP BOOSTS DEALER PROFITS

The Oster portable mixer . . . the most powerful mixer pound for pound in its field (actually weighs only 28 ounces). Every home, every housewife is a prospect for this lightweight beauty. To help dealers, Oster is now pre-selling this mixer with a nationwide advertising program. If you would like to profit with Osterett, write John Oster Mfg. Co., Racine, Wis.



You can't sell 'em

Order these new N-E-W G-E Clocks now!

(You'll make *bigger sales* with full shelves in October, November, December!)

New kitchen clock with novel merchandising tie-up!

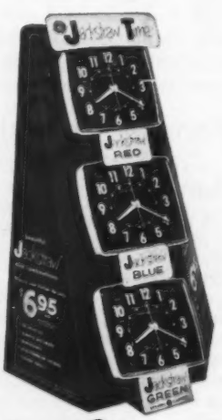


The "Jackstraw"

Retail price $6.95.* A crisply styled kitchen clock created by G.E. in three exciting colors—red, blue, green. They match the popular "Jackstraw" design of Gold Seal inlaid linoleum. And look how we help you work up a strong "Jackstraw" promotion with the special display below, which will look well on counter, window or anywhere! Model 2H42.

Never Offered Before!
"Jackstraw" In-Pack Display!

This powerful counter display comes packed right in shipping carton. All you do is remove display, open side wings and you're in business. Three clocks as shown are already mounted in display. Three in carton for reserve. Ask your distributor salesman how to get this *G-E first!*



Get One G-E "Jackstraw" at No Extra Charge!

For a limited time only, you can get one G-E "Jackstraw" at no extra charge. Order 18 of these clocks and receive one at no cost. Or order 9 and get bonus clock at ½ your cost. Hurry! Hurry! Supply limited. Call your G-E Clock distributor. Get your share!

What about Advertising?

Advertising? It's 4-color all the way! In the big clock months—September, October, November—you get sparkling half pages with "Jackstraw" tie-ups in the top magazine for homemakers, *Better Homes & Gardens.*

if you haven't got 'em!

Look the facts of life about clocks in the face!



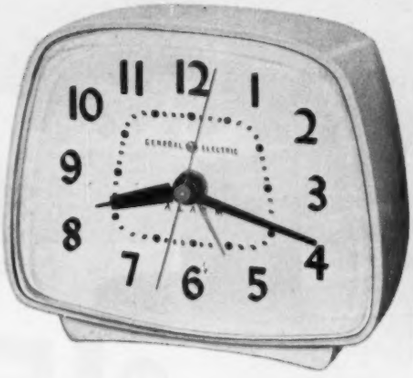
More electric clocks are sold every year than any other electrical appliance. Fast turnover? Quick profits? *Yes!*

But, Bud, you can't sell 'em if you ain't got 'em. Remember, everybody is a prospect for clocks. So —how about *your* inventory? Shelves full? Prepared for fall business? Order now!



1. Boudoir

Retail $7.95.* A traffic-stopper for women. Luminous hands and numerals. Red sweep-second hand. Shatterproof crystal and graceful, lacy, bezel; dark dial. In antique white case, carnation pink, willow green or coronation blue. Model 7H222L.



2. The Wink

Retail $5.50.* A new styling of a popular-priced favorite in a warm carnation pink. White dial. Easy-to-read numerals. Shatterproof crystal. Red sweep-second hand. The Wink is very appropriate for night table or for any home surroundings. Model 7H192 Pink.



3. Brite-Dial

Retail $9.98.* Just a flick of the knob at the lower right and you have *more* light or *less* light on the dial! Optically engineered for non-glare readability. A G-E first! Ideal for TV. Soft but compelling alarm. Handsome styling. Model 7H216K.

New Brite-Dial and Boudoir Display Unit Makes Mass or Showcase Displays Easy!

Open carton as shown in picture and you have units for building any type of display you need in your store.

Get One Boudoir at No Extra Cost!

Not forever—but for a limited time only, you can order 24, receive one at no extra cost, or order 12 and get a bonus clock at ½ your cost. Call your G-E Clock Distributor now!





New In-Pack Display for Brite-Dial!

This hard-hitting counter display comes in shipping carton ready to set up. Just flip out the back easel and oil the cash register. It will need it. Here's a real shopper-stopper you need! Limited quantity. So, order from your distributor salesman now! General Electric Co., Small Appliance Division, Bridgeport 2, Conn.



You can put your confidence in—

GENERAL ELECTRIC

** Manufacturer's recommended retail or Fair Trade price. Prices plus applicable taxes.*



Free Floor

For the first time a major appliance manufacturer and a major floor covering firm have joined in the biggest single product promotion in their respective histories.

Hotpoint and Congoleum-Nairn announced June 1 that Hotpoint dealers will give away free with every purchase of a Hotpoint EG-95-6 refrigerator a completely installed Gold Seal Nairn inlaid kitchen floor. Congoleum-Nairn dealers will advertise the same promotion in their stores, along with display of the Hotpoint refrigerator.

Hotpoint dealers have been supplied with window streamers, special Gold Seal certificates, newspaper ads and promotional material.

The joint promotion has been pretested in key cities and its success prompted the nationwide activity by the two firms.

Plenty Big

A one-week test sales campaign during May piled up the biggest single sales week in the history of Frigidaire by selling over $24 million worth of home appliances, commercial refrigeration and air conditioning equipment. To top it off, the company broke another record when more than $9½ million worth of products were sold in one day.

Convinced that business is there for the firms who will go after it, Frigidaire has launched a midsummer appliance sales campaign that is designed to (1) build store traffic for Frigidaire dealers; (2) sell additional products to present Frigidaire users; and (3) secure more aggressive selling activity on the part of retail salesmen.

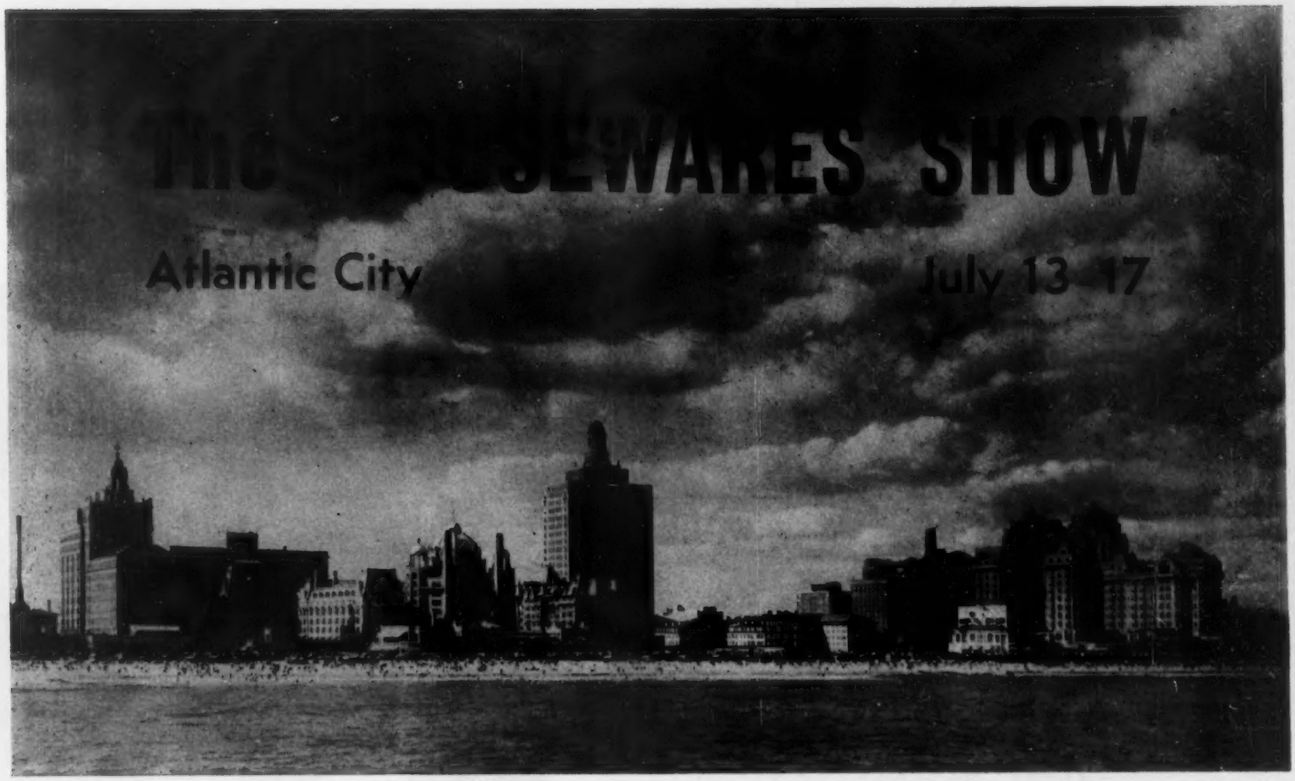
The sales campaign features the production of the 16 millionth Frigidaire refrigerating unit built and sold by the firm, with dealers displaying special "16 millionth" Frigidaires in their store. To build store traffic, Frigidaire is making orchids available to dealers on a national scale. Additional support for the drive is being furnished with direct mail plans, free trials and demonstrations, plus national and local advertising.

Too Much Theater?

"When it comes to razzle-dazzle in sales meetings, some companies have gone about as far in that direction as good judgment allows."

That's the opinion of Edward R. Taylor, vice-president of Motorola, who told the recent convention of the National Sales Executives in Atlantic City that "by going too theatrical you lose in sincerity. The central theme or carry-home point should not be subordinated to theatrics."

Taylor's preference in sales meetings was for a more serious, informal and economical type of meeting, and as an example he cited the spring-time training meetings held by Motorola in 12 cities. (See EM, April, page 252). He said that response to and results of these meetings were "most gratifying."



If the form chart holds up, Atlantic City, N. J., in mid-July will, like many another coastal resort area, be hot and crowded.

It will also be, for four days, the housewares capital of the entire country.

The occasion: the annual summer exhibit of the National Housewares Manufacturers Assn.

The place: as usual, the mammoth Convention Hall on the Boardwalk.

The dates: July 13-17.

Actually, the heat and the crowds have never combined to keep any appreciable number of buyers and manufacturers away from the exhibit.

This year doesn't appear to be any exception. By late spring it was difficult to line up good hotel space and once again exhibits were being spotted on both floors of Convention Hall. Those were two good indications that this year's market would compare favorably to previous years in attendance.

As far as the hot weather goes, Atlantic City has one compensation. The warmer it gets in Convention Hall the more attractive the beaches become—and they're just across the Boardwalk.

Here's a partial list* of exhibitors for the show:

Aluminum Cooking Utensil Co. 418-20-22
Aluminum Goods Mfg. Co. 445-47-49-51
Appliance Corp. of America 825
Aristocrat Clock Co. 419
Arvin Industries, Inc. 582-83-84-681

Babcock & Preuss 625-27
Bersted Mfg. Co., Div., McGraw Electric Co. 406-08
Birmingham Stove & Range Co. 1301
Bissell Carpet Sweeper Co. 503-601
Block & Co. 672-74-76
Borg-Erickson Corp. 645-47
Brearley Co. 316-18
Brewer-Titchener Corp. 621
Broil-Quik Co. 820-22
Burgess Vibrocrafters, Inc. 919
Burpee Can Sealer Co. 625-27

Camfield Mfg. Co. 171-73-75
Capitol Products Co., Inc. 1121-23
Casco Products Corporation 568-70-72-74-76
Chicago Electric Mfg. Co. 444-46-48
Clark Co., J. R. 612-14-16
Clements Mfg. Co. 268
Club Aluminum Products Co. 315-17-19-21
Conco Engineering Works 625-27
Continental Scale Corp. 332-34
Corning Glass Works 526-28-30
Cory Corporation 514-16-18-20-22-24

Davis Manufacturing Co. 648-50
Dazey Corporation 513-15
Detecto Scales, Inc. 102-201-02
Dominion Electric Corp. 469-71-73
Dorby Company 763
Dormeyer Corporation 549-51-53-55
Dulane, Inc. 1331-33-35-37
Du Pont de Nemours & Co., Inc., E. I. 1249-51
Duralux Co. 354

Eastern Metal Products Co. 1252-54
Ekco Products Co. 302-03
Electric Steam Radiator Corp. 1047-49
Enterprise Aluminum Co. 206-08-10
Everedy Co. 666-68
Everhot Products, Tropic-Aire, Inc. McGraw Electric Co. 523-25-27-29-31

Farber, Inc., S. W. 407-09-11
Federal Tool Corporation 615-17-19
Finders Manufacturing Co. 607-09
Foley Mfg. Co., Lawn Mower Div. 1257
Fresh'nd-Aire, Div. of Cory Corp. 514-16-18-20-22-24

General Electric Co., Small Appliance Div. 282-83-84-381
General Mills Inc., Home Appl. Dept. 800-900-901-02
Geuder, Paeschke & Frey Co. 270-72
Gits Molding Corporation 1349-51
Haddon Products, Inc 940
Hamilton Manufacturing Corp. 179-80-82-281
Hoover Co. 483-84-581

Ingraham Co. E. 1453
International Appliance Corp. 229
International Register Co. 1425

Kalamazoo Vegetable Parchment Co. 536
Kamkap, Inc. 554
KitchenAid Div., Hobart Mfg. Co. 575-77
Knapp-Monarch Co. 424-26-28-30

Landers, Frary & Clark 333-35-37-39-41
Lee Industries, Inc. 1347
Lisk Savory Corp. 538-40
Lux Clock Mfg. Co., Inc. 1419

Manning Bowman & Co. Div., McGraw Electric Co. 523-25-27-29-31
Markel Electric Products, Inc. 1429
Marlun Mfg. Co., Inc. 1355-57
Mastercrafters Clock Co. 1213
Metal Ware Corp. 1100
Meyer & Sons, Inc., W. F. 644-46
Meyercord Co. 255

Nesco, Inc. 231-33-35
Nicro Steel Products Co., Div., Cory Corp. 514-16-18-20-22-24
Northern Electric Co. 1317
NuTone, Inc. 141-43-45

Oster Mfg. Co., John 1101-02

Paragon Electric Co. 1029-31
Plastray Corp. 1033-35
Proctor Electric Co. 708-10-12

Ransburg Co., Inc., Harper J. 714-16-18-20-22
Regal Ware, Inc. 245-47
Revere Copper and Brass, Inc., Rome Mfg. Co. Div. 506-08-10-12
Rival Mfg. Co 472-74-76
Robeson Rochester Corp. 809
Rotiss-O-Mat Corp. 811

Salmanson & Co., Inc. 682-83-84-781-82-84
Seal-Sac, Inc. 356-58
Sessions Clock Co. 1302-03
Seth Thomas Clocks 1261
Silex Co. 450-52-54
Son-Chief Electrics, Inc. 211-13
Sperti Faraday, Inc. 382
Steam Electric Mfg. Co. 1045
Stern-Brown, Inc. 532-34
Superior Electric Products Corp. 312
Swing-A-Way Mfg. Co. 564-66

Taylor Instrument Cos. 360-62
Telechron Dept., General Electric Co. 274-76
Tetfoam Corp. 1133-35
Titan Mfg. Co., Inc. 1044
Toastmaster Products Div., McGraw Electric Co. 523-25-27-29-31
Tricolator Co., Inc. 1112-1114

U. S. Mfg. Co. 633-35-37
United States Electric Mfg. Corp. 365
Vollrath Co. 351-53

Waaner Mfg. Co., E. R. 468-70
Waring Products Corp. 723-25-27-29
Welmaid Products, Inc. 344-46
West Bend Aluminum Co. 544-46
Westinghouse Electric Corp. 738-40-42-44-46-48
Wooster Rubber Co. 368-70-72

* (ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the National Housewares Mfrs. Assn. and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)



FOR DOGS IT'S.

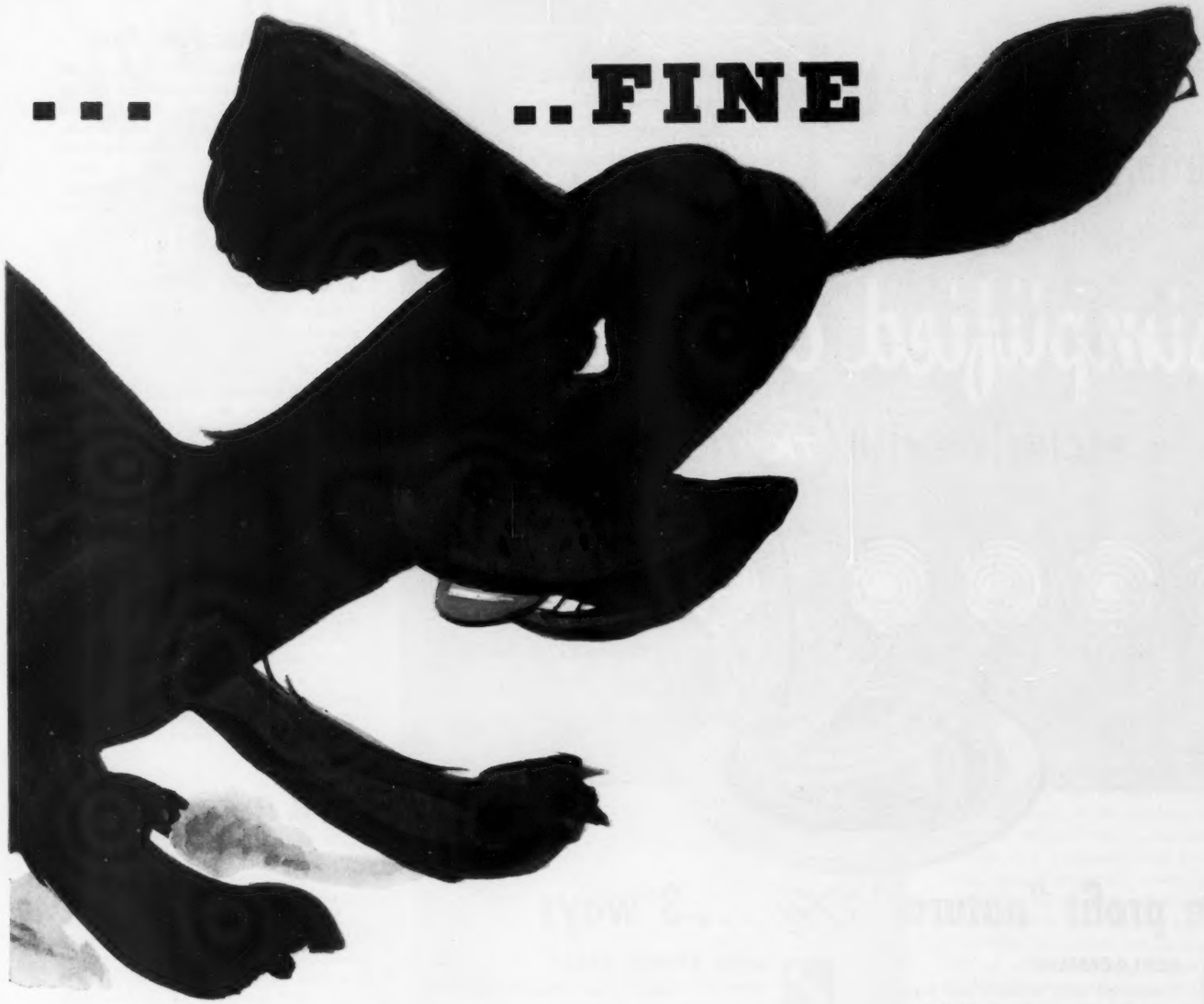
...but
you can't
sell peanuts
with it



You've probably heard about ultrasonic dog whistles. You huff and puff like mad but only Rover responds. The whistles are above the range of human hearing. Perhaps this fact, in itself, may not be important to you but *it is important* whether or not your trade advertising is reaching the audience you have to reach. You don't blow your dog whistle to call a cop . . . you make sure you're heard. The same thing should be true of your advertising message.

A responsive audience, like a tuning fork, will really respond if you give it the right pitch. But it is necessary to strike the right note in the right audience . . . or it will sound like a counterfeit quarter on a change counter.

SERVING THE APPLIANCE-RADIO-TV INDUSTRY



Some fine examples of using the right pitch can be found in every issue of ELECTRICAL MERCHANDISING. It is here that leading manufacturers talk to a really responsive audience of dealers and distributors in the language they like to hear . . . using a pitch they really understand . . . one which helps them make cash register music . . . and moves their product.

Reach sales-minded dealers and distributors regularly in ELECTRICAL MERCHANDISING. Distributor executives vote it "most useful for sales-making ideas" and dealer subscribers give it the same high ranking. Your advertising will come in loud and clear with these important sales influences in the right publication . . . ELECTRICAL MERCHANDISING, the appliance-radio-TV Industry's Best Seller.

ELECTRICAL MERCHANDISING

A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, N. Y. 36

20 CONSUMER SELLING BOOKLETS
COLORFUL WINDOW STREAMER
EYE-CATCHING COUNTER DISPLAY
SPECIAL SERVICE-CENTER DECAL*

"simplified cooking"

exclusive with TK Monotubes



The profit "natural" ...3 ways

REPLACEMENT
You need only 4 units and 9 pans to be in business. Profitable because you don't have to invest heavily in stock (and over 50 range manufacturers now use TK Monotubes† as original equipment).

MODERNIZATION
This is the key to *extra* sales, *extra* profits. And you'll sell many a *new* range while promoting modernization of your customers' old ranges. You'll find "Simplified Cooking" has tremendous appeal to women. Why not cash in on it in your area?

†*Trademark Reg. U. S. Pat. Off.*

NEW RANGE SALES
With or without the "Modernization" promotion, you'll find "Simplified Cooking" with TK Monotubes is your best bet for new range sales. Tell your prospects about Monotubes' instant all-over heat at every cooking speed and up to 32.8% greater utensil contact. Show them, too, how Monotubes' exclusive "swing-away" action makes them the easiest surface units in the world to clean.

Take advantage of TK Monotubes' exclusive 3-way profit features by selling "Simplified Cooking" to your very next customer.

**Must be installed by authorized TK representative.*

MAIL THIS COUPON TODAY!

TK FERRO
A SUBSIDIARY OF FERRO CORPORATION
TUTTLE and KIFT, INC.
1835 NORTH MONITOR AVENUE • CHICAGO 39, ILLINOIS

Tuttle and Kift, Inc.
1835 North Monitor Ave.
Chicago 39, Illinois

Gentlemen: Please send me the new No. 6 Catalog giving complete details on TK Monotubes and "Simplified Cooking." ☐

Please send me the free Monotube Promotion Package. ☐

NAME _____

COMPANY _____

STREET _____

CITY _____ STATE _____

People

Norge Manager Dies

Glenn T. Thompson, manager of the market analysis department, Norge division, Borg-Warner Corp., died May 3 in Chicago after a long illness.

Thompson held his position from the time he joined Norge in June, 1950. He previously was with the market research department of Hotpoint.

J. L. Owen Dies

John L. Owen, treasurer and general manager of E. B. Latham, New York distributor, died May 27 in New York at the age of 75.

Owen was a pioneer of the wholesale appliance and electrical supply industry and long an active member of the distributing firm.

Van Dyke Retires

R. D. Van Dyke, manager of the Dayton sales branch of Frigidaire Sales Corp. since 1936, retired May 13 after more than 25 years service with the appliance firm.

Van Dyke joined Frigidaire in the educational department in 1927, became a branch manager and then southwest region manager. He was made assistant sales manager for commercial and air conditioning products in 1934.

W. H. Hansen Dies

William H. Hansen, assistant secretary and assistant treasurer of Landers, Frary & Clark died unexpectedly May 6.

Hansen joined Landers, Frary & Clark as an auditor in 1919, was promoted to sales auditor and became assistant to the late Arthur G. Kimball, then president of the firm, in 1925.

Sales Head Dies



GEORGE DURBAN, former special public utility representative of the Frigidaire division, General Motors Corp. died recently after a long illness. Associated with General Motors for 32 years, he retired from active service with the firm in July, 1949. Durban started with Delco Light of Dayton in 1917 and later joined the G.M. public utility staff and continued in this capacity until his retirement.

you make more than a sale when you sell a



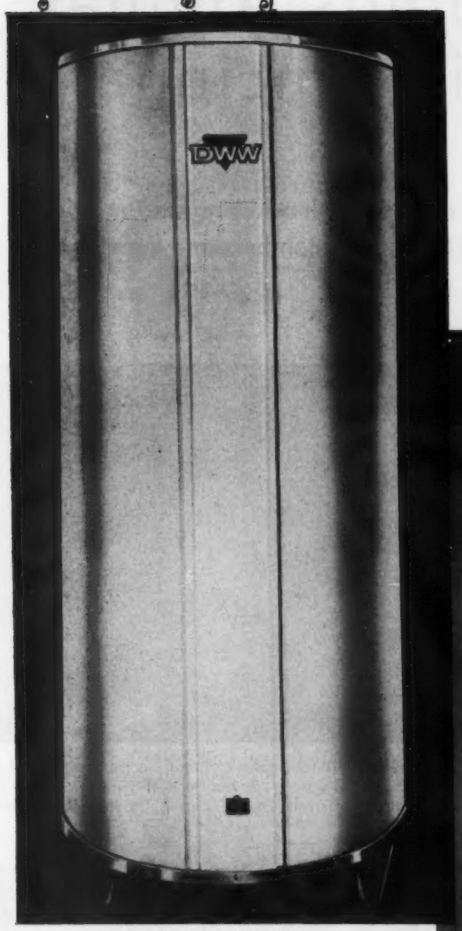
DW WHITEHEAD

DWW

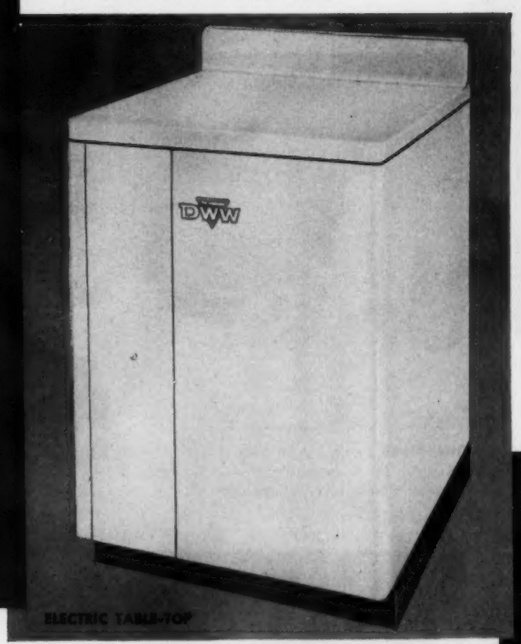
automatic WATER HEATER

DWW AUTOMATIC WATER HEATERS GIVE

- QUICK, CONSTANT HOT WATER
- LONG, TROUBLE-FREE SERVICE
- LOW-COST OPERATION
- HEAVY FIBERGLAS INSULATION
- MODERN SPARKLING BAKED ENAMEL JACKET
- SAFETY AND CLEANLINESS

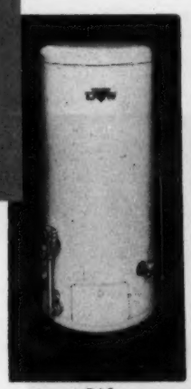


ELECTRIC UPRIGHT



ELECTRIC TABLE-TOP

In building a reputation, a dealer must make more than just a sale. The merchandise he carries must deliver top performance—sell the dealer's name as well as its own. This is the case with DWW, the trademark that stands for the best in automatic water heating. And it's easy to sell too. Customers recommend it to one another. Economical operation is a proven fact. So is the long list of other excelling features of the DWW. Point them out with confidence. You'll see for yourself how they turn showing into selling — shopping into buying.



GAS

A TYPE AND SIZE FOR EVERY PURPOSE



DWW manufactures a 1 Year, 5 Year, 10 Year, and Stone Lined Water Heater

Liberal 10 year Guarantee on Extra-Heavy Copper-Bearing Galvanized Steel Tanks When Ordered With Cathodic Protection.

FEATURES OF DWW AUTOMATIC ELECTRIC WATER HEATERS: Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Adjustable thermostats.

Exclusive baffle at cold water inlet prevents mixing of hot water with incoming cold, insuring constantly even water temperature and greater economy of operation.

FEATURES OF DWW AUTOMATIC GAS WATER HEATERS:
Adjustable thermostat easily set for any temperature • Advanced design with latest scientific improvements • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10-year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.

D. W. WHITEHEAD MANUFACTURING CORP.,
1218 Walnut Ave., Trenton 9, N. J.

D·W·WHITEHEAD



SPEAKERS at the top management session of the ICHAM meeting in Cincinnati included Cecil Dunn, president of RCA-Estate and ICHAM, and Sheldon Coleman left, president of Coleman Co.



PHONE CALL between business meetings occupies attention of Norge vice-president H. L. "Red" Clary.



ANSWERING a question is Lewis Selmeier, left, of RCA-Estate. With him is John McCord of Ferro Corp.

ICHAM Holds Annual Meeting in Cincinnati

Discussions on how to improve marketing and merchandising techniques occupy attention of members and guest speakers (For story, see opposite page)



CHECKING PROGRAMS before sessions get underway are D. O. Tomlin, left, and R. H. Norris, president and executive vice-president of Dearborn Stove Co.



WAITING for ICHAM discussion to begin are, left to right, A. A. Schubert of A-P Controls, Karl Egeler of Duo-Therm and Del Moerick of A-P.



LISTENING to speakers at the electric range session are, left to right, J. R. Kaufman of Tuttle & Kift, F. J. Quinlan, Detroit Edison, and B. H. Melton, Norge.



LOBBY CONVERSATION finds C. J. Thomas, left, of Rutenber Electric and J. S. Underwood of Eagle Stove visiting with D. Lawrence of Portland Stove Foundry.



GROUPED around luncheon table are J. T. Grotenhouse of Silent Sioux, Roy Johnson of A-P Controls, Marc Resek and Leslie Bushfield, of Perfection Stove.



VISITING BETWEEN SESSIONS are Hank Berman, executive vice-president of Lindermann & Hoverson, H. J. Dewees, and H. F. Bond of Tuttle & Kift.

Retailers and utility executives as well as manufacturers had their say about today's problems in merchandising ranges during the annual meeting of the Institute of Cooking and Heating Appliance Mfrs. in Cincinnati in early June.

Expert View—Advice on this problem came from guest speaker Robert Whitney, president of National Sales Executives, Inc.

Said Whitney: "We are not going to hell, just passing through it. We haven't started to sell! There are many great markets for appliance merchants—if you just make goods cheaper it won't sell them. You have to create a demand for them."

Whitney explained that about 141 million people moved to different homes last year. Each one needs a product . . . but "how many salesmen were there waiting for them?" he asked.

"Constant changes are going on in our country," Whitney pointed out. "There are more girls from 17-19 being married each year. They aren't being attracted to range and stove ads because the manufacturers and retailers are not pointing their appeal right."

Whitney concluded: "Americans don't buy anything . . . they just like to be sold."

Utility View—Presenting the utility viewpoint were M. F. Skinner of Union Electric, St. Louis, Mo. and W. R. Milby, customers service division of the Detroit Edison.

Said Skinner: "There are many favorable factors in the range business. But with a good product, there is still the need for better channeling of distribution and devising and integrating a good sales promotion plan.

"The market has doubled over a 22 year period, and people double their use of electric needs every 12 years, but it is difficult to get good salesmen. That is why we as a utility went into merchandising. If we can find out what the consumer wants, then we can tell other dealers what to do.

Milby added comments from a non-merchandising utility. Detroit Edison repairs all ranges that are used on its lines.

"In 1952, Detroit Edison used 10,000 feet of cable leads, and it was almost always on a new range," Milby added. "We serviced 42 makes or ranges that in 1952 had hundreds of models. This is a great increase from the early forties on number of models."

Dealer View—Louisville dealer Shelley L. Abramson discussed problems in range merchandising.

Said Abramson: "Your line must turnover as fast as TV, if dealers are going to really sell. But to sell, they must have ads that sell merchandise. One of the greatest evils in the retailers mind today is that $1 spent on a national level to him is worth about $4 on a 50-50 basis in local advertising. In a survey conducted in Louisville, about 90 percent of the people read the two Louisville newspapers. But only 9 to 14 percent read leading national magazines.

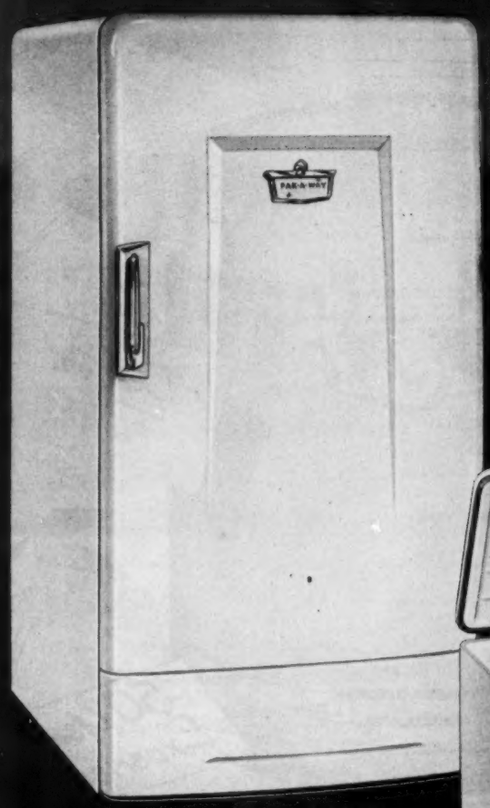
Abramson feels that more emphasis is needed on the retail level—more product meetings, merchandise priced

We've made

PAK-A-WAY

HOME FREEZERS

Easier to Sell! Easier to Buy!



A NEW COMPLETE SALES AND MERCHANDISING PLAN

A NEW COMPLETE FLOOR AND RETAIL FINANCE PLAN

TO HELP YOU TO EXTRA PROFITS WITH THE FINEST HOME FREEZER EVER BUILT



Model 1900
19.16 cu. ft. cap.

- Full width doors
- Automatic audible alarm
- 5 year food protection
- 5 year sealed unit warranty
- Fingertip locking latches
- Adjustable fast freeze controls
- Lifetime insulation and finish
- Lower cost per cubic foot

Model 215
15.6 cu. ft. cap.

MAIL COUPON TODAY!

PAK-A-WAY
Home Freezer Division
SCHAEFER, INC.
MINNEAPOLIS, MINNESOTA

Remember only PAK-A-WAY *Has Kolrod Shelves.*

PAK-A-WAY
Home Freezer Division, Schaefer, Inc.
819 Washington Ave. N., Minneapolis 1, Minn.

Please send me details on your Merchandising and Finance plans.

Name_____

Address_____

City_____ State_____

1953's Outstanding Buy



PRODUCT OF CENTRAL RUBBER AND STEEL CORPORATION • FINDLAY, OHIO

fairly for adequate profit and satisfaction to the dealer and consumer. Manufacturers should place some emphasis on design and engineering to make those ranges now in use obsolete. There is a very high trade-in market on refrigerators, but it should be greater for ranges.

In discussing the subject "Can small companies enjoy the benefit of TV advertising?" Lewis Selmeier of RCA-Estate Appliance Corporation stated: "There are many good shows that you can get for TV, but costs have gone up in recent years. But there are hours a company can use without spending too much money.

"If you agree that you want to attract women, then the best time is about 10 in the morning; when you want to get male attention, you must use class A time in the evening. But most recommended is participation in give-away shows and using local outlets—not network programs."

Facts on Wiring

A fact folder called "Facts about Electric Wiring for the Home" is a new addition to the National Adequate Wiring Bureau's educational program.

Designed for distribution to students and consumers, it contains fundamental information on adequate wiring in elementary terms.

The folder is for educational rather than promotional purposes and can be used wherever a general folder is desired.

Coverage of the folder includes: functions of the home wiring system, home wiring and homemaking, importance of the electric service entrance, branch circuits (kinds, purpose, protection, capacity and number required), points to consider when planning locations of outlets and lights and switches.

Copies may be secured from the National Adequate Wiring Bureau, 155 E. 44 St., New York.

Weather Winners



WINNERS in a novel dryer contest sponsored by Washington's Electric Institute board an airliner for a free holiday in Miami Beach. Mrs. William T. Littell made the best guess as to what the weather would be on Easter Sunday. Each contestant also explained why she wanted a dryer. Seeing Mr. and Mrs. Littell off is William G. Hills, managing director of the Institute.

ARI Sets Up Shop

L. C. McKesson, vice-president in charge of sales for the Ansul Chemical Co., has been elected president of the newly-formed Air-Conditioning and Refrigeration Institute.

(ARI is the result of the consolidation of the Refrigeration Equipment Mfrs. Assn. and the Air Conditioning and Refrigerating Machinery Assn. The newly-formed group gives the industry a united front which its sponsors believe will be of greater service to all members.)

A. J. De Fino of Fedders-Quigan was named vice-president of ARI and James Emmett of the James P. Marsh Corp. was elected treasurer. Managing director of the new group is George S. Jones, Jr., formerly vice-president in charge of sales for Servel.

The first meeting of the room air conditioning section of ARI was held in Chicago on May 26 and 27 with representatives of 35 manufacturing firms in attendance. W. F. Carolan of RCA was named to succeed Herbert L. Laube of Remington as chairman of the section and A. E. Meling of Carrier was elected vice-chairman.

End List Prices?

List prices on appliances mean nothing today and are only "a point from which to begin bargaining down," Benjamin Gross, New York distributor, told the New York chapter of the Electrical Women's Round Table recently. He added that appliance manufacturers may have to abandon list prices in the future.

Appearing on the speaker's panel before the group, Samuel Fingrudt of Everybody's Supply Co., Philadelphia, discussed price cutting and put much of the blame squarely on manufacturers, stating that most discount houses get their stock directly from factories or distributors.

Don E. Boor, Times Appliance Co., New York, saw an optimistic year for automatic laundry equipment sales in 1953, declaring that the total should equal or surpass that of 1952.

Charles G. Pyle, executive director of the National Assn. of Electrical Distributors was moderator.

Association Briefs

● A new trade association covering the tape recording industry has been formed under the name of the Magnetic Recording Industry Assn. Spokesmen say the new group, formed during the Chicago Electronic Parts Show, embraces a "majority of leading tape recording manufacturers." President pro-tem of the group is Joseph F. Hards of A-V Tape Libraries, Inc.

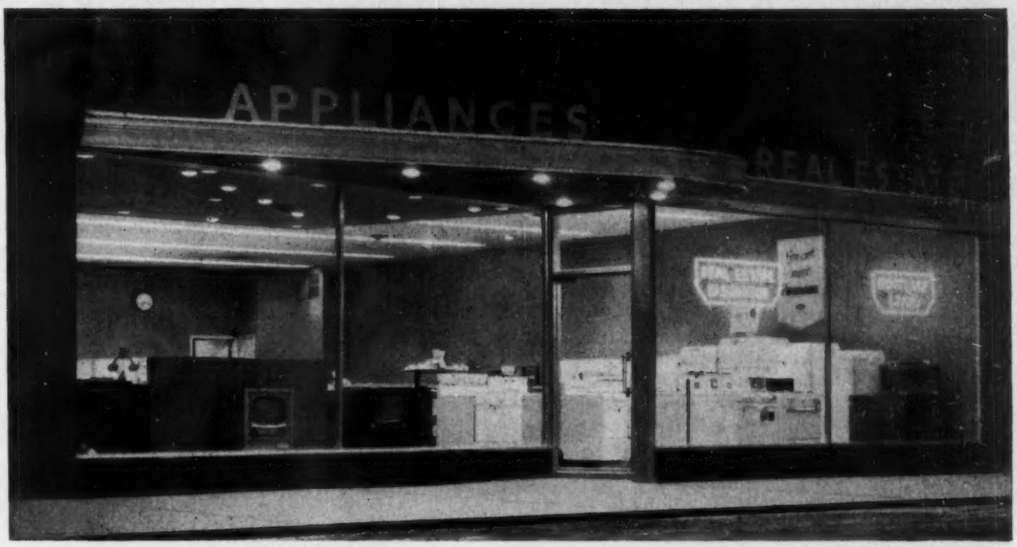
● S. L. Hanssen, president of Hanson Scale Co., has been named president of the National Housewares Mfrs. Assn. with C. M. McCreery of Revere Copper and Brass as vice-president and W. E. O'Brien of Toastmaster as treasurer. A. W. Buddenberg was re-elected executive secretary.

It's the same building . . .

with a new sales personality



Thanks to a new PITTSBURGH STORE FRONT!



M. B. Hagen Appliance Store, Hopkins, Minnesota. Architect: Loren B. Abbott, Minneapolis, Minnesota.

THE electrical appliance store that has a pleasing personality . . . whose face is modern and inviting . . . is the store that attracts the eye of the passer-by, brings in the most customers. An eye-catching Pittsburgh front like the one shown here makes a store stand out from its competitors . . . helps increase traffic, builds better business.

This modernization job is a good example of how a modern Pittsburgh Store Front can give a new personality to an old building. The open-vision front is distortion-free Pittsburgh Polished Plate Glass. The glass-holding members and trim are Pittco Store Front Metal. The inviting door and transom light are of sturdy Herculite Tempered Plate Glass.

You, too, can achieve the same results. Why not plan now to remodel *your* store—inside and out—with profit-boosting Pittsburgh Products? In the meantime, send for our modernization booklet which gives other examples of Pittsburgh modernizations and contains complete information on Pittsburgh Products. Just return the coupon.

Store Fronts and Interiors by Pittsburgh



Pittsburgh Plate Glass Company
Room 3272, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name .....

Address .....

City ..... State .....

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

NEW 1954 ZENITH TV WITH

Exclusively yours to Demonstrate and Sell

NEW ZENITH SUPER-K CHASSIS

The most terrific TV chassis in 1952-3 has been the Zenith K-53. Your sales and raves prove it! And just as sure as the K-53 was "hot"—the new 1954 Zenith Super-K chassis is going to clinch sales on performance even faster. Here's why:

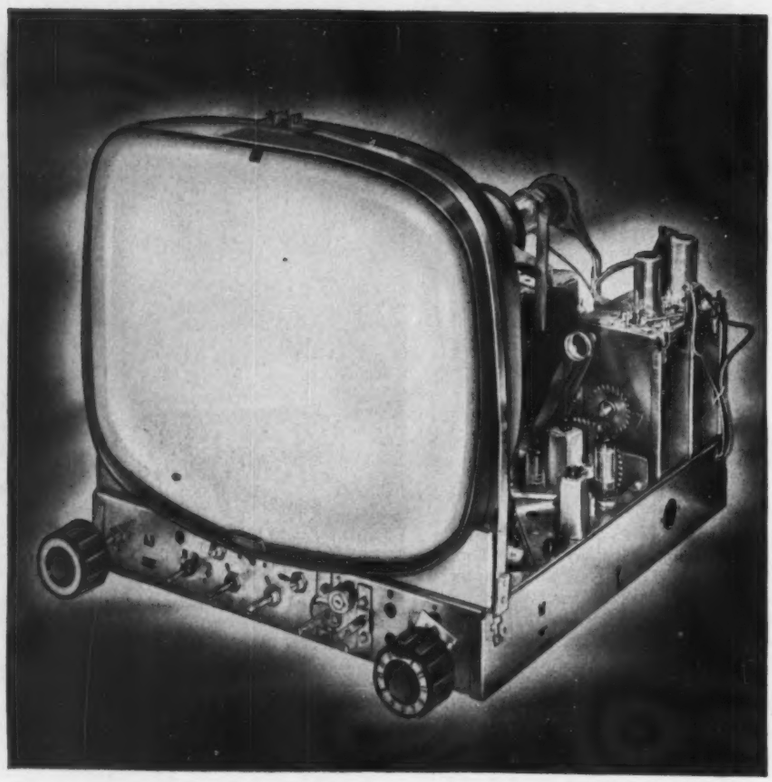
SUPER-POWERED for Super Pictures, Zenith's new Super-K Chassis has the precision and power it takes to bring clear pictures and strong, steady sound—even to extreme fringe areas and toughest trouble spots! That means sales on sight!

Brilliant New Cascode Turret Tuner Performance by Zenith. Its superb sensitivity assures premium UHF-VHF reception in city, suburb and beyond. New picture strengthener holds maximum contrast without picking up flicker. That means a picture that *stays* locked-in . . . it means "bull's eye" accuracy of tuning with one knob on UHF and VHF when it's a Zenith.

New Zenith All-Channel Continuous Tuner—developed and perfected exclusively by Zenith. Fast, smooth-action, free of backlash. Beautifully shielded to keep out extraneous signals. Pictures can't drift, sound can't fade. Covers all 70 UHF channels without modification. Installed by Zenith technicians. Completely inside set. Optional at moderate extra cost. Sells itself!

New Zenith-engineered Selective Filter! Screens out interference from powerful short-wave police radio. Makes sales stick in UHF areas where TV signal is often weak.

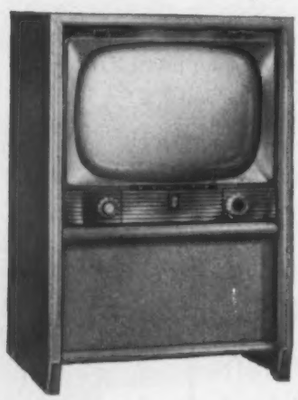
Zenith's Built-In UHF-VHF Picturemagnet Antenna. So effective that many new Zenith owners in apartments will need no rooftop, or "rabbit ear" antenna at all! A great competitive feature—in every new Zenith TV from $199.95 up!



THE LEADERSHIP LINE FOR '54 with TV's *45* most beautiful styles!



THE WELLINGTON—21-inch Table Model L2235E. A sleek Modern in beautiful bleached Mahogany veneers. Features new Band Shell Speaker. Available with matching base. As shown **$289.95***



THE VOLTAIRE—21-inch Console Model L2261E. Striking Contemporary design in lovely sand tone Afara wood veneers and solids. Also available in Cherry. 10-inch speaker. A "must" model . . **$389.95***



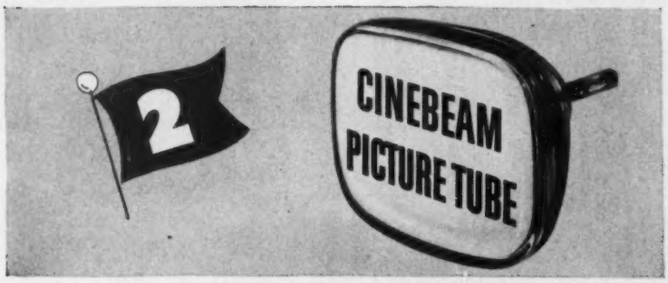
THE GIBSON—24-inch Console Model L2574R. Luxuriously finished in hand-rubbed mahogany veneers and solids. A fitting frame for a brilliant 320 square-inch Zenith Cinebeam picture **$550***

One high standard of Quality at every price when you sell Zenith TV!

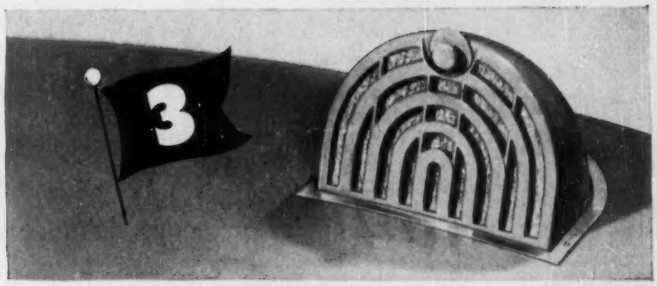
COPR. 1953

5 FABULOUS "FIRSTS"

in the NEW ZENITH LEADERSHIP LINE!



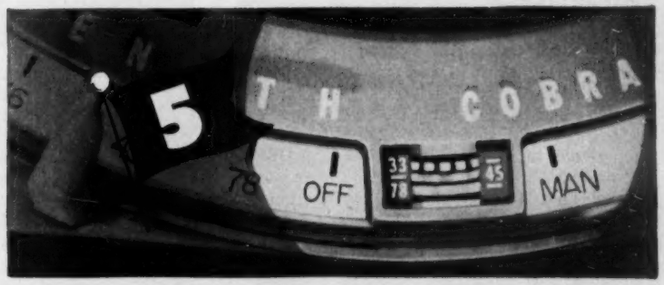
New! Zenith Cinebeam Picture Tube—in 21, 24 and 27-inch Screen Sizes! Gives you twice the picture power, longer tube life. (And you can really go to town on that!) Millions of microscopic metallic mirrors reflect electronic light of Zenith's brilliant, silver-activated phosphors...giving you the finest picture in sight in new 1954 Zeniths.



New! Zenith Pop-Up Band Shell Speaker—First Table TV with Big-Set Tone! Exclusive Zenith Band Shell Speaker pops up to play . . . beams sound right at you, like consoles do. Makes a terrific floor demonstration, gives you natural trade-up ammunition. Puts big-set tone in table TV. Available on Zenith 21" and 17" table sets.



New! Zenith Spotlite Dial—Lights Channel Number Big and Clear! Channel number lights up automatically the second you turn set on. Number changes automatically as you switch stations with Zenith Turret Tuner. A traffic stopper and sales starter. Lets a Zenith owner see what channel's on without leaving his chair. Makes it easy for children to find favorite programs.



New! Cobra-Matic® with Stroboscope—exclusive in Zenith combinations. An amazing dot of light shows you when records play at exact recorded speed—33⅓, 45, 78 and new 16⅔ RPM talking book records. A tremendous demonstration feature. High-Fidelity Cobra® Tone Arm makes records sound better, last longer. Perfect pitch, perfect tempo . . . all speeds, 10 to 85 RPM, with Zenith!



THE STRATOSPHERE—27-inch TV-Radio-Phonograph Model L2894H. The ultimate in modern home entertainment, including Zenith AM-FM radio, Cobra-Matic® Variable Speed Record Player with new Stroboscope, and new 402 square-inch Zenith Cinebeam picture tube. 12-inch, High Fidelity Alnico Speaker. Cabinet of hand-rubbed Cherry veneers and solids. Polished-brass appointments. **$1250***

*Manufacturer's suggested retail prices include Federal Excise Tax and Parts and Tube Warranty. Slightly higher in South and Far West.

THE CLASSIC—21-inch TV-Radio-Phonograph, Model L2285R. A stately 18th Century cabinet in rich Mahogany veneers and hardwoods. AM-FM Radio, Cobra-Matic® Record Player, 3 built-in antennas. 246 square inches of Zenith-perfect picture. **$549.95***



ZENITH

The royalty of radio and TELEVISION®

Backed by 35 Years of "Know-How" in Radionics Exclusively
Also makers of fine hearing aids
ZENITH RADIO CORPORATION, Chicago 39, Illinois

NAED SPEAKERS Cover the Field

Talks cover wide range of lines from electric housewares to television but frank speech on prospects for color television by Dr. W. R. G. Baker steals the biggest share of headlines at annual distributor meeting.



APPARENTLY SPELLBOUND as Dr. W. R. G. Baker, left, completes his frank discussion of color television are NAED executive secretary Al Byers, center,

COLORED television is not going to upset the status of black and white or cause a stampede in the industry. That's the reassuring opinion voiced by Dr. W. R. G. Baker, vice president, General Electric Co., in a talk before the recent 45th annual convention of the National Association of Electrical Distributors in Chicago.

"I believe that black and white programs will be the bread and butter of the television industry for many years to come," declared Dr. Baker. "People buy good entertainment and color alone cannot make a good program out of a poor one.

"The quicker we can give the public the opportunity to make a side by side comparison and appraisal of black and white and color, the shorter will be the period of indecision and hesitancy to buy the black and white receiver."

Compare the 17-inch color picture receiver listing between $750 and $900, with the 21-inch monochrome receiver between $250 and $450, and the chances are that the dealer will have a definitely better chance to sell monochrome than if he attempted to compete with rumor, misunderstanding and public imagination, said Dr. Baker.

Color: When. He said that color television will be a factor in merchandising in the fall of 1953 or 1954. Limited color programs will be on the air generally on a national basis. Color receivers will be available, perhaps only on a sample basis, and less than one percent of television receivers in 1954 will have color.

During 1955 the number of hours of color programs will gradually increase. Dr. Baker estimated that standard sets will still out-sell color receivers four to one in 1955.

Answering the recent statement that color was not yet workable, Dr. Baker described the efforts of the 91 companies in the industry who lent 200 of their leading scientists and engineers on a color assignment to be called by the general name of National Television Systems Committee. Reception of color has been successfully achieved, said Dr. Baker, having been tried over Channel 4 in the New York and Channel 3 in Philadelphia. In the NTSC system a third signal is used, in addition to the black and white and sound, known as the color carrier, which is fitted into the channel between the picture signal and the sound signal. Thus the system becomes compatible, because a black and white set picks up sound and the black and white image, ignoring the color signal.

On April 14, 1953, this NTSC system was formally demonstrated by RCA to the Wolverton committee and to the industry on April 16, 1953. A petition before the Federal Communications Commission for a hearing is being made this autumn.

Tube Problem. The major remaining problem in color television lies in the picture tube. One industry leader has made the statement, "We do not have a picture tube." This is not actually true, said Dr. Baker, but the severity of the problem should not be minimized. There have been a number of all-electronic tri-color picture tubes, but only one has produced fully satisfactory pictures to date, in Dr. Baker's opinion. Various types are under intensive development in several laboratories and it is almost inevitable that results will be forthcoming shortly.

All tri-color tubes have in common the requirement that the phosphor surface utilize not a homogeneous deposit, as in the case in monochrome, but three separate phosphors for red, green and blue, deposited as hundreds of thousands of dots or as fine vertical or horizontal stripes. Development is progressing in two general directions:

1. Using a single electron beam with a change of beam direction at the front of the tube to provide color selection. Such approaches are exemplified



ANSWER by Hotpoint's John Sharp to question from floor finds Westinghouse's Richard J. Sargent blinking and St. Louis distributor Herb Schiele smiling. Schiele was elected vice-president and chairman of the appliance division.



ON HAND for the meeting and to introduce the firm's new washer were O. H. Hansen, W. J. Olson and W. H. Bond of the Hoover Co.



and Benjamin Gross, chairman of the group's appliance division.



OBVIOUSLY enjoying his discussion with Dormeyer's Marvin Allesee, left, is A. Barit of Madison Electric, Detroit.



ANECDOTE by Sam Fingrutd, left, of Philadelphia, brings a smile to the face of General Electric's Art Scaife.



INTERRUPTED in a between-meetings discussion, Bob Gross, left, of New York and J. W. Wicht of Blackstone pose for the camera man.



HOUSEWARES experts share a smile. Left to right are Ralph Sorenson of Westinghouse, Gordon Ritter of Arvin and J. A. Sullivan of General Mills.



ON HAND at the Cory Corp. booth were M. F. Noble, left, and vice-president Norm Schlegel. Many manufacturers maintained conference booths.



GESTURE with his hands is used by John Oster's G. W. Orr to make a point during housewares discussion. Waiting turn is S. G. Fisher of Landers, Frary & Clark.



EXPERT appraisals of the air conditioning market were provided by Carrier president Cloud Wampler, left, and J. M. Bickel, vice-president of the firm.

Tele King

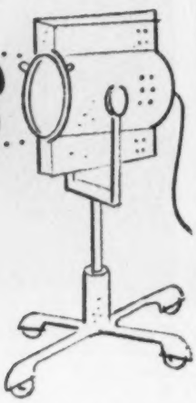
famous for the biggest markup in the industry

spotlights

BIG PROFITS

the year 'round

with its **FOUR-SEASON SELLING LINE!**



CONSOLE TV
models in styles to suit any decor! 17", 21", 24" and 27" screens. Available in VHF only, or complete all-channel UHF-VHF.

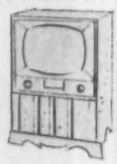
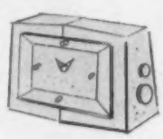




TABLE MODEL TV
with console performance! 17" and 21" screens. Available in VHF only, or complete all-channel UHF-VHF.

TV, RADIO, and 3-SPEED PHONOGRAPH
combinations. Complete home entertainment units, with 17" or 21" screens. Available in VHF only, or complete all-channel UHF-VHF.





CLOCK RADIO
no bigger than a clock, but many ways better! A valet, maid, and star performer, all in one compact entertainment package! In a choice of colors.

3-WAY PORTABLE
for perfect performance, anywhere. Engineered to outperform any portable on the market. Offered in a wide selection of brilliant new colors.



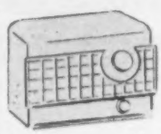


TABLE MODEL RADIOS
engineered for top performance, decorator styled in a large variety of colors to harmonize with the decor in any room in the house.

"WEATHERKING" ROOM AIR CONDITIONERS
with more great new "years-ahead" features than any other unit. Heats and cools . . . automatic thermostat . . . all at no extra cost!



Tele King

601 W. 26th St. • New York 1, N. Y.
See this full line at the Nat. Assoc. of Music Merchants Show . . . In Suite 676-7-8, the Palmer House, Chicago, July 13—16, 1953

the NEW Tele King Weatherking "Year-Rounder"



¾ ton

NOW the only AIR CONDITIONER that has the **BIG TWO** . . . in ONE unit . . . AT NO EXTRA COST!

1. COOLS in Summer . . . HEATS in Winter!
2. Automatic "Climate Control" Thermostat!

½ ton "Weatherking" also available, with all "Year 'Rounder" features except heating.

Tele King **5-YEAR WARRANTY!** beats the heat of competition with the line that beats all!

by the Lawrence tube of Chromatic Laboratories and the Lafferty tube of General Electric. They are simpler and cheaper, but depend on complicated chassis and require greater circuit precision in order to insure color fidelity. The beam bending operation requires an appreciable amount of power at high frequency, which raises the problem of interference radiation.

The second category of color tubes comprises those using three separate electron beams. The green gun, for instance, can produce only green.

The picture tube holds not only the key as to how the chassis is to be designed, but also in a great measure the cost of the finished product.

If the three gun type, such as the RCA tube, is used, it is obvious that the picture tube alone in the receiver may add $325 to $350 to the list price. A good quality 21-inch console could cost $750 or more. Furthermore, a color receiver will probably use 45 to 50 receiving tubes, more than twice that of a black and white set. Add the cost of these tubes to the necessary circuitry and it becomes evident, according to Dr. Baker, that a color receiver will have to be priced at $800 or more.

If the FCC approves the NTSC system, by March 1, 1954, some color programs could be available in key city markets shortly thereafter. By March 1, 1954, Dr. Baker thinks color tube output could possibly obtain a monthly rate of 2,000 to 4,000 tubes.

Dr. Baker felt that color would add little to the entertainment value of the most highly popular shows on television today, prize fights and wrestling matches. Variety shows will be greatly enhanced, but he wonders if the public will pay a big premium for this advantage, when they may be had in excellent black and white on present sets.

Dr. Baker did not think that converters would ever prove any factor in changing present black and white sets to adapt them to receive color.

Phonevision. H. C. Bonfig, vice president, Zenith Radio Corp., talked in favor of phonevision, asking what was more convenient than a box office in the home. He pointed out that where a championship fight is blacked out in certain areas because there is no home box-office, it is a negation of the set owner's freedom. People in rural areas across the country are eager for the opportunity to see first class, quality entertainment and are willing to pay for it if given the chance, which will be provided by phonevision, he said.

Disappearing Profits. Benjamin Gross, Gross Distributors Inc., New York City, who is the retiring chairman of the appliance division, National Association of Electrical Distributors, told of a Wall Street economist who advised his clients to sell TV and appliance stocks. In a swing over the country he found that profits had almost disappeared at the retail level were disappearing at the distributor level and the manufacturer would feel it next, in his opinion. The business was being undermined and therefore was not a good investment, he claimed.

Manufacturers are primarily production-minded, said Gross, and not



CORRIDOR CONFERENCE at NAED convention finds Hobart's Clyde Townsend, listening to Dick Brown of the Walter Nye Co. Center is Bernard Sears of Rival.



DISTRIBUTOR W. M. Shipley of Main Line, Cleveland, listens carefully as Tom Bartlett of Crosley makes a point during NAED session.

market-minded. The industry is heading for gigantic production and must study pricing. Appliances must be taken off the bargain counter, said Gross. People buy appliances because they are bargains rather than because of the service they might render.

One of the ways in which the dealer and distributor can be helped to make a profit is to end the year warranty on appliances, claimed Gross. It is too long and it is something that was never thought through. There's no sense in a year's warranty, and the fault is that the cost is passed down to the dealer which makes it more difficult for him to return a profit. He said he was not in favor of discontinuing list prices at this time, although list prices are being abused and the number of discount operators is growing.

More Demos. R. J. Sargent, manager, major appliances, Westinghouse Electric Corp., stated that demonstrations on all products have suffered recently. In the 1930's, a period of hard times, one to thirty washing machines were generally put out on demonstrations at all times by dealers. Today mass demonstrations are becoming popular, created largely by television. There are store parties and home parties. The free home trial will work, said Sargent, and women will bring in a load of dirty clothes to be washed. The dealer needs a packaged program as the demonstration.

Sargent forecast that by 1960 the appliance volume will be doubled as it has been doubled in each of the last few decades.

Robot Selling. A. L. (Art) Scaife, manager, sales planning, small appliance division, General Electric Co., said that from 4,000 to 5,000 meetings were going to be held the coming year to give sales training at the retail level.

Robot selling has been tried in Los Angeles, in different super markets, and it has been found that a $4.98 item is the top limit to robot selling. Electrical merchandise over that price does not move. Stores couldn't sell without the presence of salesmen. Another example that proved this was the girdle and brassiere department, which ordinarily shows the highest profit in a department store. When self sales methods were tried, the volume all went to the lower end of the line.

Gift Drive. Stanley G. Fisher, chairman of the electric houseware section, reported on the electrical housewares gift campaign. He said that four years ago the gift campaign was inaugurated with 5,000 dealers participating. By 1952 this had jumped to 35,000 and by 1953, 50,000 retailers will be cooperating.

G. W. Orr, chairman of the sales promotion committee of electric housewares, presented two color display streamers to dramatize gift selling seasons, and reported that 37,000 sales planners, 42,000 sets of window streamers, 22,000 decalcomanias have been shipped. Nine plaques, one for each NAED district, will be awarded to the distributors who contributed most to the success of the electric housewares gift campaign.

Wiring Problem. L. E. Barrett, president, Barrett Electrical Supply Co., St. Louis in an appeal for distributors to get behind adequate wiring, said that 15 percent of the air conditioners sold have had to be returned because there is not enough power in the home to run them. Adequate wiring is an industry wide problem, he said, and it is no trouble to sell one's own business. In 20 million wired homes today the wiring is not good enough to operate the appliances that can be brought into the home, he stated.

Changes Needed. College boys must be interested in the profession of selling if the appliance industry is to hold its ground, John C. Sharp, president of Hotpoint, Inc., declared in a talk on "Unfinished Business." "My recommendation is to pay the salesman well," he said. "By attracting the best young talent we shall then have more unfinished business than we can handle."

The service problem must also be licked, Sharp said. Despite training provided, there is a high turnover in the serviceman's profession. A build-up of importance and better compensation will do much to reduce this turnover.

Another thing that should be considered, in Sharp's opinion, is a better interchange of quick and accurate information about business conditions. It was found late in 1952 that retail sales had not slumped too badly in early 1952. But with dealers liquidating inventory, they did not buy from distributors. On one item alone a 5 percent drop in retail sales mushroomed to a 73 percent drop at the level of Hotpoint factory warehouses. Four months later the company was back-ordering, Sharp said.

On April 30, 1952 there were 1,173,000 refrigerators in the combined stocks of distributors and manufacturers. On April 30th of 1953, there were 22.5 percent less in these same stocks, or a total of 914,000.

Today's situation on electric ranges is even more favorable. On April 30, 1952, there were 344,000 ranges in warehouses at the factory distributor level. On April 30, 1953, there were 28 percent less, with 247,000 in stock. Automatic washer inventory shows an increase over 1952, but there are still only 307,000 in factory and distributor stocks. Knowledge of this sort, in time, would be a great boon to the industry, in Sharp's opinion.

Air Conditioning. Cloud Wampler, president of Carrier Corp., said there were 70 brands of air conditioning on the market produced by 35 manufacturers, many of whom were newcomers. He doubted there are enough distribution channels to handle the output and a situation exists which is likely to result in a price war.

Successful air conditioning sales must include a survey of the space to be conditioned, must include proper installation and proper service.

Utilities and department stores are coming into the picture and air conditioning is creating a specialist who is a new type of dealer, evolved from heating specialists and from electrical dealers. Sales promotion of air conditioning is carried on around the calendar.

Example is a New York appliance dealer who is a small operator, uses television and radio, and this year will sell 600 room coolers, doing a volume of around $300,000 in air conditioning alone.

J. M. Bickel of Carrier said that he doubted that 900,000 air conditioning units will be built in 1953. Manufacturers did not set a high enough potential in 1953. Bona fide orders for 1953 on the books in November could not be filled because of shortage in component parts.

Fans, Too. Stanley M. Ford, president Chicago Electric Mfg. Co., outlined the NEMA fan merchandising program for 1953. A booklet, "Facts about Fans", describes different types, and tells how to use. While the fan is an old appliance, he said, we are just learning how to properly merchandise it.

In the past the selling procedure has been keyed to the advent of hot weather, and there has been no time to do a selling job. It has been discovered that air conditioning helps the fan business instead of harming it. It is known that the consumer will buy fans early, if merchandised, the proof being an April 5 advertisement by Wanamaker in Philadelphia which sold out its stock.

A window contest is ending which will pay the winners $2,500 in defense bonds as prizes, with the theme, "Buy now for summer comfort, buy now for complete selection."

A booklet for schools is forthcoming, and the "Facts about Fans" for dealers is being sold for $5 per 100 by NEMA.

The forty-fifth annual convention of the National Association of Electrical Distributors had an attendance of 3,500 members and guests. R. M. Johannesen of Greensboro, N. C., was elected president. Herbert S. Schiele, Artophone Corp., St. Louis, was elected chairman of the appliance division, succeeding Benjamin Gross.



EVERY WEEK, FIBERGLAS* PRODUCTS ARE ADVERTISED
TO MILLIONS ON "ARTHUR GODFREY TIME"
CBS Television and Radio



OWENS-CORNING FIBERGLAS insulated

Now more than ever,
A swell feature to have...
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*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

City by City

● **Houston.** The Texas Appliance Dealers Association was formed during the recently held Texas State Sales Clinic in Houston. Named as officers of the new group were: Stanley Blount, president; Sam Hagy and Vergel Bourland, vice presidents; C. L. Mac Neal, secretary; and Glenn Finn, treasurer. Permanent offices will be located in Austin as soon as a managing director can be appointed.

Speakers hand-picked for ability to contribute to the dealer's profit building techniques addressed the Texas Appliance and TV Dealers Profit Clinic at the Shamrock Hotel in Houston on May 29. Among the speakers were Elmer Wheeler, James Donnelly, vice president and general sales manager of Servel, J. B. Anger, national sales training director of Motorola and Wallace Johnston, NARDA president.

● **Wilkes-Barre.** Joseph Butsick has been elected president of the Television Service Dealers Association of Wilkes-Barre. Other officers named were Charles Romane, vice president; Stephen J. Martin, treasurer, and William Guyette, secretary. The new association has initiated an active program aimed at promoting mutual interests in the service industry, elevation of operating standards, and a consumer education project.

● **Philadelphia.** The Television Service Dealers' Association of Philadelphia has announced the election of Louis J. Smith as president. Other new officers installed were Charles Knoell, vice president; Harrison Neel, treasurer; and Martin Bernoff, secretary.

● **Trenton.** At a recent meeting of the Central Jersey Electrical League held in Trenton, Mort Farr, past president of NARDA, pointed out that, "cut price operators in the appliance industry face inevitable disaster." Speaking from his own practical experience Farr counseled the group to develop the one most effective weapon against price cutters—salesmanship.

● **Minneapolis.** Announcemnt has been made of the appointment of Thomas G. Sanberg as managing director of the Electrical Appliance Dealers Association in the Twin Cities area.

● **Nebraska-Iowa.** Announcement has been made of a unique promotion sponsored by the Nebraska-Iowa Electrical Council. Prime purpose of the contest will be to generate consumer interest in the value of an air conditioner in the home. Contestants will receive entry blanks in their local appliance store and will be asked to predict how hot the weather will be on July 4th and also to complete a statement, "I want a room air conditioner because —." Contestants in order to compete must then return their entry in person to the dealers store. The contest will be widely promoted through advertisements in local Omaha newspapers, car cards, and radio and television spot announcements.



DISCUSSION of appliance service problems by William "Irish" O'Halloran of Chicago brings thoughtful look to face of Earle A. Mueller of Cleveland.



MANUFACTURER service executives present at NASA meeting included, Paul Roth of Dormeyer, Stan Praynik of Dulane and H. A. McDonald of Seth Thomas.

Advice from the Field

Problems facing service men in the field are itemized for manufacturers' service managers sitting in on annual NASA convention in Chicago

The lesson the automobile people have learned, that the satisfied owner does a much more effective job of selling than any salesmen, was advanced by William ("Irish") O'Halloran, vice president, Triangle Industries Corp., Chicago, as a plea to manufacturers to pay more attention to service organizations.

He was speaking to thirty-eight service organizations attending the National Appliance Service Association convention in Chicago May 19-23. Upkeep is what keeps the owner happy and you get that through service, he said.

A baker's dozen of service managers for various electric housewares manufacturers leaned on their knees and listened intently to the opinions and discussion by various service men. They learned:

1. That the service station does a poor job of repacking the appliance when it is sent back to the customer, but so far no manufacturer has offered them liners or cartons.

2. That when a customer sends his defective appliance directly to a distributor or dealer instead of a service station he loses an extra week's time.

3. That with few exceptions all service stations have had little or no increase in warranty repair parts payments, despite the fact that the cost of their help has gone up. They have had to double and sometimes triple parts inventory, invest in more equipment, and pay more taxes.

4. That many manufacturers run 30 to 120 days or more late in their own service payments to accredited stations.

5. That, according to O'Halloran, where a distributor used to get 20% spread, today he gets along on 14.8% average and is in no position to provide any free service.

6. That instruction booklets usually mix operating instructions with recipe booklets which are quickly discarded and not read by the housewife.

7. That service clinics, over coffee and doughnuts, between distributor and service station, would be welcomed.

8. That manufacturers give no leeway in the judging of service jobs. They hand a decision down after the service station has delivered the repaired appliance to the customer and is in no position to alter costs.

9. That the service station has had a load added to its job by the multiple appliances being sold to the public, and that in 70% of Chicago homes it is not possible to use satisfactorily many appliances sold them.

10. That high service charges necessarily hurt the manufacturer-customer relations. On the other hand, the service station does by hand what the factory does by machinery and costs are necessarily a great deal more.

11. That there is a trend on the part of some manufacturers to enable the service station to replace a defective appliance with a new item when the cost of repair is too high.

The service stations fit neatly into the picture, from a distributor's point of view, O'Halloran pointed out. It costs Triangle 85¢ to process an order, and on small jobs it was far better to have a service shop take over the whole thing. Then, too, the direct deal between the service organization and the owner is more satisfactory as no man wants to wait three or four weeks for repair of a $50 appliance. Triangle, as a result, refers customers to service stations. Drawback in this arrangement is that many service stations will not carry sufficient repair parts and come back to the distributor for them.

T. E. Wall, Dulane, gave an inspirational talk on "Service that Sells," pointing out that the great names in appliances have always had it.

Thibaut C. Kaemmerlen, 2728 Locust St., St. Louis, was reelected president. Others elected were John D. Hilburn, Kansas City, Mo., first vice president, Clarence A. Leffert, Washington, D. C., second vice president, and Charles S. Skiff, Cincinnati, secretary-treasurer.



RE-ELECTED president of the National Appliance Service Assn. during the group's May convention in Chicago was Thibaut G. Kaemmerlen of St. Louis.

APJA Approves Clinics

Members of the Appliance Parts Jobbers Assn. put final approval on program for training independent service men for work on automatic washers

Some twenty service men stood out in the 20 below cold out in Denver last year waiting for a shop to open so that they might attend a service school on automatic washers. Nearly 120 came recently to the Joseph L. Nagle firm in St. Louis for similar schooling.

Last month something was done to take care of this welling demand for service training on automatic washers.

The Appliance Parts Jobbers Association, meeting for the fourteenth year at St. Joseph, Michigan, May 14-16, launched a program of training that will ultimately reach into every hamlet in the United States.

It is popularly estimated that automatic washers take five times as much service as conventional makes. Less than one-fifth of the country's service men are prepared to care for them.

First sponsor of the move is the Whirlpool Corporation, which is undertaking a series of training schools in cooperation with the sixty parts jobbers who are members of the association. J. R. Chapman, general manager of service and parts for Whirlpool, said that because of the number of appliances which are purchased because of user recommendation—which means good service—that his company had decided to embark on a complete customer confidence program of extending factory supervised training on the proper servicing of its products.

Idea is to increase the number of service men in every community who can diagnose and repair Whirlpool service trouble quickly and efficiently.

Already some $75,000 has been spent on training films, and twelve experts from Whirlpool have been detailed to go on with the job. It is estimated that the corporation has earmarked $200,000 for the task.

It is the belief at Whirlpool that its product distributors are chiefly interested in selling appliances, and that better customer service and satisfaction will increase their sales. President Elisha Gray is credited with the vision in looking ahead and seeing that this step must be taken.

The fourteenth meeting of the Parts Jobbers Association saw the idea

Idea suggested by HAROLD DALY
Olson Rug Company, Chicago



In Chicago, it takes 2— to hit the jack pot

No single daily newspaper reaches even half your Chicago-area prospects. It takes Two. For greatest unduplicated coverage, one must be the...



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READERSHIP CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

REPRESENTED BY: SAWYER-FERGUSON-WALKER CO.,
LOS ANGELES, SAN FRANCISCO, PHILADELPHIA, DETROIT, ATLANTA
HAL WINTER CO., MIAMI BEACH



NEW PRESIDENT OF the parts jobbers is John R. Tribe, left, shown here visiting with P. Edouard Geldhof of Whirlpool.

of a blue book of washer trade-in values discussed, publication of service and parts annuals considered, and contemplation given to a study of the cost of doing business.

John R. Trible of Tribles, Inc., Washington, D. C., was elected president, John K. David, Appliance Parts Co., Indianapolis, first vice president, and George E. D. Arcand, Hartford, Conn., second vice president.

P. Edouard Geldhof, chief engineer for Whirlpool, sketched the history of the washer, saying the first patent was issued to Nathaniel Briggs of New Hampshire in 1797. In 1860 there were sixty-one manufacturers making hand washers with $35,000 invested capital. An agitator appeared in 1891 in Ireland, made by a man named Jardine. Washing, he said, consists of "fiber deformation to loosen foreign particles and hold it in solution in which it is washed."

Visitors at the convention included John Krull of Apex, Guy Efnor of Automatic, Everett Samuels of One-Minute, Al Murray of Maytag and C. E. Bick of Bendix.

Service Training

Heavy training programs in new-TV-station areas and follow-up training sessions in established markets are being conducted by Du Mont's service department.

According to Harold J. Schulman, national service director for the firm, service clinics are being held in more than 40 new station areas. Meanwhile, follow-up sessions are being conducted in established markets to enable servicemen to keep pace with design advances and set changes.

Kunsman Promoted

Donald H. Kunsman has been elected a vice-president of the RCA Service Co. and will head up the firm's consumer products service division. Kunsman, who joined the company in 1949 as assistant to the president, had served as treasurer and controller before his election to a vice-presidency.



CONFERENCE between APJA sessions finds association secretary Charles Skiff flanked by Al Murray of Maytag and Charles Smith of Chicago.

Award for Service Operation



OVER 1400 Frigidaire dealers have already qualified for the firm's "service award of merit", shown being presented to Arnold H. Thalberg, center, manager of Howard-Arnold, Inc., in New Haven. Dealers are judged on eight requirements before qualifying. Others in picture above are Jack S. Morgan, left, New England manager for Frigidaire Sales Corp., and L. M. Caswell, service manager for the New England branch.

Service Briefs

● Broil-Quik Company has announced the appointments of new service stations as part of the continuing program of broadening its nationwide system. Five new stations have been appointed in the Midwest, four have been opened in the Far West, three in the East and three in the South. The companies will repair and service the firm's complete product line.

● Effective adaptation of Simpson signal generators for UHF applications is the subject of Simpson Electric Co.'s new booklet, "How to use the Simpson 479-480 for UHF alignment." The booklet was written by Lloyd J. Austin, sales engineer for Simpson.

● Pioneer Electronics Corp has initiated a unique picture tube promotion for servicemen and dealers. Two dollars in credit is allowed the serviceman or dealer when he applies a special coupon toward a Pioneer picture tube purchased from his jobber. The jobber gets $2 credit allowed by Pioneer when he sends the coupon to the factory with his order for the picture tube.

● A completely revised 1953 Vibrator Guide by P. R. Mallory & Co. Inc. is now available for auto radio servicemen. The nine-section booklet includes reference sections according to Mallory replacement number, original equipment number, vibrator type and application and manufacturer's replacement number.

● A revised fourth edition of William H. Timbie's "Elements of Electricity" has been published by John Wiley & Sons. In adding material on present day applications, the author has revised the sections on circuit analysis, direct current machinery, electrochemical processes and gaseous conductors. It contains 631 pages and sells for $5.50.

● A three-month campaign to get maximum efficiency and customer satisfaction in TV service was concluded by RCA Service Co. with presentation of "President's Cup" awards to four RCA branches. Baltimore; Bridgeton, N. J.; Kalamazoo, Mich. and Auburn, N. Y. were honored by RCA.

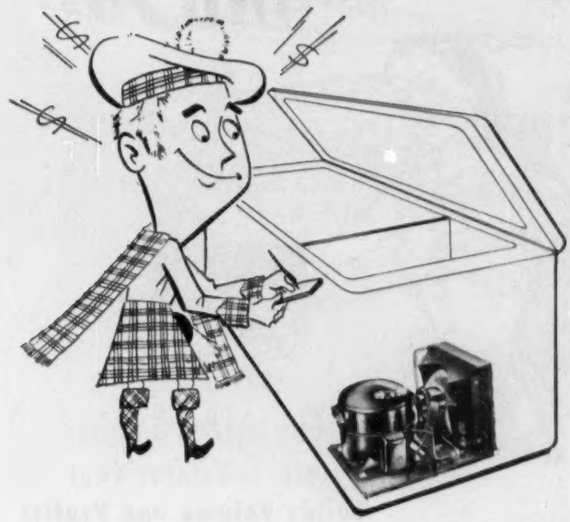
● Servi-chest, a compact carrying case to hold parts, tool and test equipment for house calls, is offered radio and TV service dealers by RCA. Under the program, dealers can receive chests from distributors with purchase of 750 RCA receiving tubes or 30 RCA picture tubes up until August 31.

● Spiral bound service information book of schematics for all Du Mont television receivers is now available for servicemen from Du Mont distributors. Book also contains complete parts list, alignment data and other pertinent information.

● Over $7000 will be distributed by G-E's tube department as prizes in a sales contest tailored to build business for radio and TV service dealers. Top prize of $2,500 goes to contestant for best "50 words or less" story on how he would spend $2,500 to improve service business. The second such contest by G-E, it closes August 31.

● Allied Electric Appliance Parts Inc. has opened a "One-Stop Parts House" in Trenton. The unit is designed to provide a well stocked parts house carrying complete lines of radio, TV, washing machine, refrigeration, air conditioning and vacuum cleaner parts. The opening marked the 25th anniversary of the wholesale distributor.

Mr. Dealer... IS YOUR PROSPECT Money Minded?



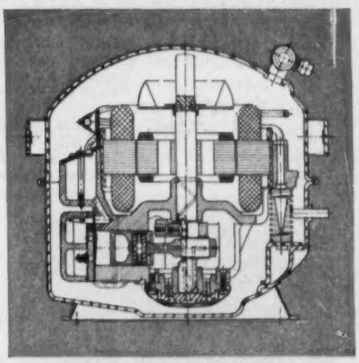
... then tell him about the THRIFTY Tecumseh HERMETICS

● Your prospect doesn't have to be a "Scotchman" to recognize the plus values he gets in a freezer unit equipped with a Tecumseh Hermetic.

● Facts like these: lower price, better performance, greater capacity and lasting dependability with lower operating cost, will convince the most "hard to sell" prospect.

● And you, as a dealer, can't go wrong when you know that 73% of all freezers sold are equipped with Tecumseh Hermetics... your assurance that they are overwhelmingly approved by the freezer industry.

● Why don't you get *all* the facts about the popular line of Tecumseh Hermetics and make your selling job easier.



REMEMBER THERE ARE OVER 14 MILLION TECUMSEH UNITS IN USE TODAY!

Send for this free booklet today, it tells all about the Tecumseh Hermetics. Write Dept. M-2.



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IT'S VERSATILE . . . ATTRACTIVE
. . . EFFICIENT

It's COMMAND AIR



The All-Purpose
AIR Circulator That
Builds Volume and Profits

Climb on the Command-Air bandwagon and watch this amazingly versatile air circulator boost your sales and profits! Moderately priced for fast turn-over . . . quality built to guarantee customer satisfaction, Command-Air Fans will be your BIG-DEMAND item.

It's Versatile

Equally efficient on floor, desk or table top; can be suspended from the ceiling, hung on the wall or placed in a window as an intake or exhaust fan.

It's Draftless

Command-Air 12 circulates an even *upward* flow of air all the way around, providing a balanced, cooling distribution of air for maximum comfort.

It's Efficient

Large cloverleaf design blades driven by a powerful, quiet AC motor, circulate maximum volume of air. The air stream is directed outward and up to provide most efficient air flow.

It's Safe

Oversize Command-Air 12 blades are completely shielded. The Fan cannot be upset, won't "creep" and can be hung up or placed out of the way of small children.



Modern, compact design, attractive appearance and functional styling give Command-Air Fans the eye-appeal that means buy-appeal!

Investigate the Command-Air 12 NOW—get your stock of today's most wanted air circulator. Write for catalog sheet and prices today.

An outstanding VALUE AT $29.75 LIST

Commander MFG. CO.
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Manufacturers of Machine Tools for Industry



RECORD CHANGER occupies attention of R. L. Grose, left and Leonard Olsen at the V-M booth at the Chicago parts show.

Electronic Parts Show

UHF antennas and accessories share the spotlight with tape recorders, hi-fi equipment and new 24-inch picture tubes at May show in Chicago



NEW CONSOLE tape recorder had Wilcox-Gay sales manager L. W. Sandwick talking—on the phone and to show visitors.

Two official and one unofficial records were set during the 1953 Electronic Parts Show during a four day session in Chicago in mid-May.

The official records: largest distributor attendance and largest number of exhibitors in Show history. Unofficially, reports from visitors indicated that the volume of actual business transacted also set new records. Almost 12,000 persons visited the Show's 203 booths and 177 display rooms.

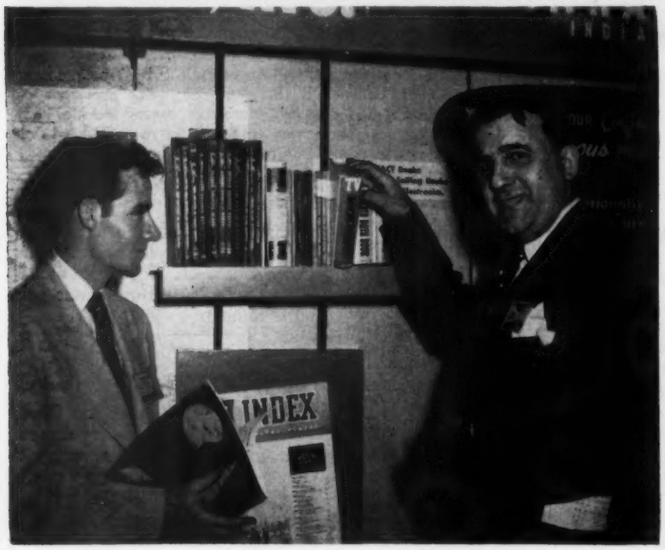
Eleven distributor seminars on various phases of business management were held during the Show period and drew favorable comments from almost every participant. Reports indicated that 55 percent thought their seminar group activities were "excellent" and an additional 44 percent rated them "worthwhile". In addition, 60 percent requested more time be allowed for the meetings and 20 percent suggested holding seminars on more subjects.



NEW DEVELOPMENTS are explained to George King, right, of St. Paul, by Amphenol's W. H. Rous.



THERE'S no connection between cowgirl and the public address system which Webster Electric showed Parts Show visitors.



TECHNICAL bookshelf at the Howard Sams exhibit caught the eye of NATESA founder Frank Moch. At left is G. Horton of the Sams' staff.



TELESCOPING antenna support is demonstrated by Vern Holmes of Winchester. His pitch: it's safer, easier and faster at low cost.

3 TOP VALUES!

Son-Chief is made to sell *fast* to *many!* It's the line that looks good . . *is* good . . and wears a mighty appealing price tag! Don't let any sales slip through your fingers. Stock Son-Chief, the selling line . . known nation-wide for value *and* volume.



*tray at slight extra cost

FRI-MAID super size DEEP FRYER with wonderful DRAIN-'N-SERVE TRAY*

Imagine! This excellent quality, super 5-pint size automatic fryer *plus* a double-purpose tray . . for one small price. Line tray with paper towels . . it *drains* food! Remove paper . . it *serves* food!

Compare Fri-Maid itself with your other higher priced fryers. Note the cooking area . . half again as large as most! Note the seamless, heavy cast aluminum construction. The 1500 watt cast-in heating unit . . Bakelite handles . . automatic heat control. Leak-proof *back* drain. Smart modern styling. Full guarantee. ALL for dollars less! Here's a quick-turnover item . . YOURS for high markup, high profits. Don't miss it!

MAGIC MAID POP-UP TOASTER

Makes sales pop up, too! Here's luxury design at a budget price. Gleaming chromium with engraved sides. Toast color control. Hinged crumb tray. Guaranteed performance. Automatic shut off.





SPEED-MASTER WAFFLE-GRILL

Combination grill and waffle iron everybody wants . . everybody can afford. Beautiful, streamlined heavy chromium. Superior construction. Oversized grids. Bakelite handles. Temperature indicator.

BACKED BY 40 YEARS OF MANUFACTURING "KNOW-HOW"

SON-CHIEF *Electrics, Inc.* WINSTED, CONN.

SEE US AT THE HOUSEWARES SHOW, ATLANTIC CITY, N. J., JULY 13-17. SPACE #211 AND #213.



Manufacturer Guards Against Motor Burnouts With KLIXON Protectors

YORK, Pa.: Mr. H. Leroy Mohn, of York-Shipley, Inc., has many years of experience in the manufacture of oil and gas burners, boilers and steam generators. Commenting on his experience with Klixon Inherent Overheat Protectors:

"We prefer Klixon built-in Motor Protection in our oil burner and circulating pump motors, because we find they reliably protect motors against unusual load conditions. Our experience with these devices has been excellent."



Manual Reset

Automatic Reset

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated keep motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2507 FOREST ST., ATTLEBORO, MASS.

Promotion

Sponsors Pro Football



FIRST SPONSORSHIP of professional football will be picked up by Westinghouse this fall, following an agreement between J. M. McKibbin, vice president of consumer products for the company and Bert Bell, commissioner of the National Professional Football League. Telecasts are scheduled for 65 or more TV stations throughout the country with almost every section picking them up either Saturday night or Sunday afternoon. The DuMont network will carry the schedule.

Wired for Sales

To demonstrate the ease and function of working modern electrical equipment into the home, General Electric is sponsoring a series of completely equipped model houses throughout the country.

All the houses incorporate complete electric kitchens and laundries, year-round air conditioning and electric water heaters, light conditioning, remote control wiring and circuit breakers, plus provision for television, radio and small appliances.

Major emphasis is being placed on the development of houses that are functional not only in plan but also in operation. "They are not experimental houses," says project supervisor Stanley Schuler. "They are designed for today's average family."

Houses are being built in Boston, Dallas, Kansas City, Louisville, New Orleans, New York, Philadelphia, Pittsburgh, Phoenix, Raleigh and San Francisco.

Dealer-Plan Outlet

Frozen food locker operators should tie-in with regular appliance outlets for food plans "because eventually that's where the food plan will revert, and this method assures the lockers of stability and continuing meat volume."

This is the view of J. W. Riley, freezer sales manager for Bendix home appliances division of Avco Mfg. Speaking to the Ohio Frozen Food Locker Assn., he said that the plans are "either booming, backfiring or busting." Pointing out that some farm markets were booming while some urban areas were overloaded with "unscrupulous operators who thrived on misrepresentation," Riley declared the recent policing action by the Better Business Bureau was good for the industry.

Promotion from Within

The Gulf States Utilities Co. is currently encouraging its regular employees to purchase TV receivers with a cash advance from the company.

The aim of the novel program is to encourage employees to own and use television, thus spreading it among their friends and neighbors. The utility estimates that within three years there will be a 75 percent saturation of TV in the area and that the additional load will bring in about $1 million per year in revenue.

The workings of the plan allow an employee to select the set of his choice including delivery, installation and service from an approved list of dealers at the price agreed upon between the employee and dealer. The utility hopes the plan will curtail backdoor selling and discounts which pose problems for many of its distributors and dealers.

See Coronation

Forty-seven appliance dealers saw the recent Coronation in London as part of an 11-day all expense paid trip. They were winners in a national sales contest sponsored by Admiral Corp.

The dealers flew to Europe, then traveled on to Paris and the Riviera, taking in the sights of Cannes, Monte Carlo and other famous resorts. Then they moved to London in time to take in the Coronation.

Swing Shift Program

Some two million Americans who work nights and sleep days are the target of RCA Victor's special advertising and merchandising program for room air conditioners.

The number of night workers is higher than at any time since the end of World War II says the company and as a result, presents a substantial market.

The campaign was first tested in Pittsburgh and Birmingham, using newspapers, radio and TV spot announcements, plus direct mail and a variety of dealer display. Basic approach will point out that a room air conditioner will help the nightworker sleep in cool, dark bedroom and be untroubled by noise, humidity, heat and dust.

The two test areas were chosen because of the concentrated amount of industry, particularly defense work on "round-the-clock" production.

Buying Pattern

The sixth annual Seattle Times consumer analysis has been issued, showing the buying habits of the metropolitan area served by the newspaper.

The survey showed that 50 percent of those queried owned television sets in 1953, jumping from only five percent in 1950. Screen size showed 17-inch sets in front with 43 percent, while 21-inch screens placed second with 19 percent. About 23 percent of the set owners purchased their TV receivers in 1952, with some fifteen percent of those questioned planning to buy during 1953. Clock-radios and electric blankets were owned by eleven percent.

On the question of ownership of automatic dishwashers, three percent said yes. Twenty-nine percent bought them in 1952.

The survey shows that three-quarters of those questioned own washing machines. While the wringer-type washer proves to be the most numerous as far as ownership is concerned (56 percent), the automatic follows with 36 percent of the total machines. And of the total number of automatic machines in the area, 25 percent alone were purchased in 1952 as against six percent of the wringer-type for the same year.

Automatic dryers are owned by nine percent of the group, with more than 38 percent of these purchased during 1952.

Electric ranges topped the gas type as may be expected in the northwest area, with three-quarters of those owned. Eight percent of these ranges were purchased in 1952. Home freezers are owned by ten percent of the people in the survey, with 23 percent of these purchased in 1952.

Dual-Purpose Contest

The third annual Hess Brothers "Versatility in Design and Use Contest" has been opened for entries, with a broadened scope including manufacturers of almost every type of consumer merchandise.

The annual contest sponsored by the Allentown, Pa., department store, is designed to encourage and honor manufacturers who produce consumer merchandise of utilitarian and multiple use. Awards will be given in 60 different classifications. One of the categories is "open" for entries which do not fit into any specific classification. Another covers the pre-release class for designs or models of articles which will be definitely produced but are not yet in production. Entry blanks may be obtained by writing Room 323, 152 W. 42nd St., New York 36.

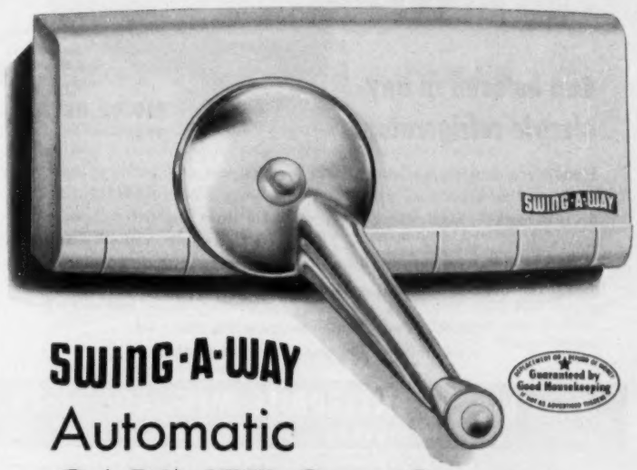
A Day in The Profession



FUTURE SALESMEN, high school students interested in selling as a profession, were shown the operation of an appliance distributor recently when Wayne Merriam of Albany, N. Y. gave the boys a "one day tour" of the firm and its operations. William H. Squires, president of the firm (seated, left), pointed out the characteristics of the selling profession, telling of the opportunities in selling and of personal experiences of his own in the appliance industry. Contact was made by Merriam's marketing manager, Philip Richardson, who is also president of the National Sales Executives Club of Eastern New York.



MATCHED for extra sales



SWING-A-WAY Automatic CABINET Can Opener

Guaranteed by Good Housekeeping

This sensational, new CABINET Can Opener was *styled to match* modern kitchen appliances. Every customer who buys a new range or refrigerator will want one for her kitchen. And, SWING-A-WAY'S companion piece beauty and perfect performance will build good will and future business for your store.

- **CABINET STYLING** all working parts are concealed in smart plastic cabinet
- **IT'S AUTOMATIC** single-action locks the can and removes the lid
- **MOUNT IT ANYWHERE** on tile, metal or wood — with screws or permanent adhesive
- **DECORATOR COLORS** choice of red, white or yellow to blend with color scheme



Retail *$5.95*
with magnetic "Lid-Lifter" *$6.95*
Other models from *$2.49*

5 YEAR GUARANTEE

See the complete line at the July show → SWING-A-WAY

Order from your local distributor, or write

SWING-A-WAY MANUFACTURING CO.
4100 BECK AVENUE • ST. LOUIS 16, MO.
In Canada: Fox Agencies, Ltd. Post Credit, Ontario

MAKES DELICIOUS ICE CREAM AUTOMATICALLY!

ENTERPRISE home aid ICE CREAM FREEZER



U. L. Approved

- **NO SALT!**
- **NO ICE!**
- **NO MESS!**

Guaranteed by Good Housekeeping

Can be used in any electric refrigerator

$19.95 RETAIL
FEDERAL TAX INCLUDED

Here's the hottest selling sensation on the electrical appliance market today!...Something housewives have always wanted . . . delicious, old-fashioned, homemade ice cream—*without all the muss, fuss and bother of making it!*

The ENTERPRISE HOME-AID does the job automatically! No tiresome, time-consuming hand cranking . . . no ice needed . . . no salt to mess with!

Contact your distributor or write direct immediately for literature and full particulars

Made by **The ENTERPRISE MFG. CO. of PA.**
3RD & DAUPHIN STREETS • PHILADELPHIA 33, PA.

NEW! SMART!
STYLED TO SELL ON SIGHT!
IT'S A BEAUTY!



The Beautiful Modernistic Model #5100 S by JEWEL

Here's the very latest in "eye-catching . . . ear-pleasing" 4-tube small radio with built-in loop antenna.

A compact superhetrodyne with a choice of 4 popular colors:

EBONY | IVORY | RED | WALNUT

See this JEWEL and all other "Gems" of the air in Radio and TV in Chicago at the N.A.M.M. Show, July 13 to 17th at the Palmer House. Rooms #633-634.

A top quality JEWEL masterpiece at an amazingly low price of under **$10.00** distributor cost . .

JEWEL RADIO CORPORATION
900 PASSAIC AVENUE, EAST NEWARK, N. J.

Freezer Promotion

In return for submitting to demonstrations on freezers, somebody in Duluth, Minn., is ahead a $400 prize freezer and $150 worth of food. In cooperation with the Minnesota Power & Light Co., and the Duluth Herald and News-Tribune, a cooperative campaign was recently concluded in which 12 makes of home freezers were featured.

Each participating dealer was supplied a quantity of registration coupons carrying a distinctive color and the dealer's name. From there on the local newspaper handled the deal.

4-in-1 Campaign

The third annual "Four-in-one" campaign is being run by the Gulf States Utilities Co. with expectation of selling some 8,000 appliances worth around $3 million during a 90-day period.

The all-out program, using the cooperation of manufacturers, distributors and dealers of all brands, was opened with five meetings within the system to announce the activity. It features ranges, water heaters, home freezers and room air conditioners. Cash bonus incentive is being used with the total running up to $12,500 for dealer salesmen.

Promotion Briefs

● Cory Corp. will spend over a quarter of a million dollars during 1953 in a continuing quarter page ad campaign in consumer and trade media. Individual products in the firm's Cory, Nicro and Freshn'd-Aire divisions will be featured in the poster-type ads. Where possible, staggered quarter page arrangements of the ads are used.

● Sunbeam Corp. in early May took over sponsorship of the "Ethel and Albert" television show and will sponsor the program for the remainder of the year with the exception of the traditional summer vacation in July and August. The firm's current advertising program is the largest in its history.

● Home economists are being given the opportunity to compete for $2,000 in cash and merchandise prizes in a novel campaign being conducted by Nesco, Inc. Awards will be given for letters describing new or better uses, recipes or menus involving electric roaster-ovens and their accessories. The contest closes on October 30.

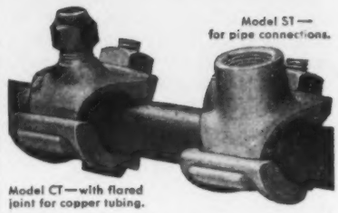
● A summer promotion keyed to outdoor living is being sponsored by West Bend Aluminum Co. The company's products are featured in four color national ads which invite readers to dine outdoors. Local radio and TV publicity, newspaper ads, four color counter cards and newspaper publicity are also scheduled.

● Special deals on five electric housewares items are being offered by Westinghouse to enable retailers to build business during the summer time "off-peak" season. Dealers purchasing three steam and dry irons, toasters or "grill-

Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS



Model ST—for pipe connections.

Model CT—with flared joint for copper tubing.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND, 21, IND., U. S. A.

Clip this Advertisement, Attach To Letterhead and Mail!

FREE!



New Haven Quilt & Pad Co. 1953 Catalogue

All famous DREADNAUGHT products that will help you to protect your deliveries from damages; reduce delivery costs; make deliveries easier. Catalogue includes padded appliance covers, furniture pads and covers, movers and warehouse accessories. Write for FREE copy today.

NEW HAVEN QUILT & PAD CO., INC.
(Dept. E 753)
80-86 Franklin St., New Haven, Conn.

Expanding Program



WINNING SMILES from contestants greet Jack Miner, right, assistant sales manager of Dominion Electric and Tommy Bartlett, program's MC, as they award Dominion appliances to guests on the Welcome Travelers show. The Dominion firm is adding TV and radio participation to their national advertising program.

n-waffler" sets receive a fourth at a reduced price. By purchasing seven deluxe and four warming pads dealers receive one deluxe pad free.

● A promotional package designed to help Amana dealers tie-in with the firm's magazine advertising and its sponsorship of the "People Are Funny" radio show has been distributed by Amana Refrigeration, Inc.

● A "dollar does it" free trial campaign on Servel refrigerators has been launched by Servel, Inc. The campaign, backed by extensive advertising, offers a 10 day free trial in return for a deposit of one dollar. A number of promotional aids have also been made available for dealer use.

● The Pennwood Numerchon Co. has begun gift packaging all of its electric clocks in red and black glossy boxes.

● Giveaways in the form of toy space helmets and rocket ray guns are being used by General Electric to promote its refrigerator lines. Children who bring their parents to a G-E dealership for a refrigerator demonstration receive the giveaway items.

● Demonstrations are the theme of the accelerated sales drive being conducted by the Shavex Co. for its shaver accessory. Using the slogan, "Demonstration sells Shavex," a display unit is now being used by dealers which gives pitch in 30 seconds. The sales drive is supported by radio, TV, newspaper and magazine advertising, plus dealer aids. The firm expects to more than triple last year's sales.

● Admiral has made its 27-cubic foot freezer available as a commercial model. The unit is painted gray and shipped without inner doors; it is priced at $699.95, a reduction of $100 from standard unit. The freezer has built-in lock, inner light and battery operated buzzer to warn of power failure.

● For the first time in its history Schick Inc. has undertaken sponsorship of special events broadcasts—the simulcasts of the Preakness and Belmont Stakes over CBS radio and television. Schick says that more than 200 radio stations and over 80 TV stations were used.

● The magic triangle, a memory device, has been used by Westinghouse electric appliance division in over 700 retail sales clinics as part of the firm's "Operation Bing Bong" to help salesmen remember important sales features of its laundry equipment. Points of the triangle cover key features of both washer and dryer.

● Some one thousand retailers of electric housewares used the theme, "The loveliest gifts in the world for the luckiest girls in the world," to tie-in with *McCall's* June issue, plugging their stores as bridal gift centers. A 60-piece merchandising kit was used to supplement the theme.

● Manitowoc is ow offering food spoilage insurance with the purchase of either of two upright freezers. The insurance will cover all losses up to $250 for a period of three years. Distributors determine if they will offer the plan. Certificates can be issued on all 1953 models retroactively.

● Admiral portable radios were featured in two full-color national advertisement in May, opening the firm's first full scale portable radio campaign. The June 2 issue of *Look* carried a Peter Pan theme and a "Take along an Admiral portable to pleasure land" message.

● Admiral Corp. completed a six-week home freezer promotion June 18 in which $75 worth of frozen food and an 11-cubic foot upright freezer listed for $429.95 was offered for the combination price of $399.95. No other price changes have been made said Seymour Mintz, vice president of advertising.



YOU CAN'T MISTAKE ITS QUALITY
YOU MIGHT MISTAKE ITS PRICE

EVEREDY Infra-Red BROILER

Ever have a shopper say "I can't pay *that* much for a broiler"? Turn that shopper into a customer with this inexpensive circular beauty.

Everedy's round design puts "all the heat on all the meat" for fast, charcoal-like broiling. Safe handling with cool Bakelite handles and feet; dual shelves for removable broil pan—with a handle that stays cool, away from heat. Gleaming chrome finish washes like glass or china. . . . Order a supply from your jobber now . . . or write direct for literature and prices.



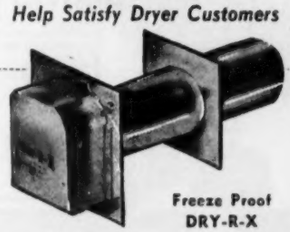
FREE... with each Broiler goes a colorful, illustrated 16-page Recipe Booklet—prepared by an expert Maryland caterer.

Gift-boxed in a striking corrugated carton, Everedy's Infra Red retails at a volume figure of only $14.95. ($15.95 Denver & West) Order yours now.

THE EVEREDY COMPANY
Appliance Sales Department
FREDERICK, MARYLAND

VOLUME PRODUCERS OF ELECTRIC BROILERS SINCE 1935

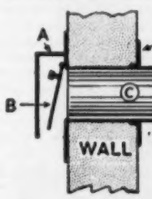
DRY-R-X
Clothes Dryer Exhaust
VENTS
Help Satisfy Dryer Customers



Freeze Proof
DRY-R-X

● Your clothes dryer prospects have heard about moisture, heat and lint. Assure them they'll have no problem . . . install Dry-R-X.

● A Dry-R-X exhaust unit is the simple, economical way to vent most makes of clothes dryers. All aluminum, it's rust, weather and insect proof. New self-thawing feature eliminates any dangers arising from a frozen damper.



● Dry-R-X kit contains (A) Hood welded to 8" square mounting plate (B) Automatic damper (C) 12 inches of 3" starting pipe (D) Finishing plate. Kit, with sufficient pipe for average installation, lists at about $10.00.

See your supplier or write us
DRY-R-X COMPANY
5521 Cedo Ave., Minneapolis 10, Minn.



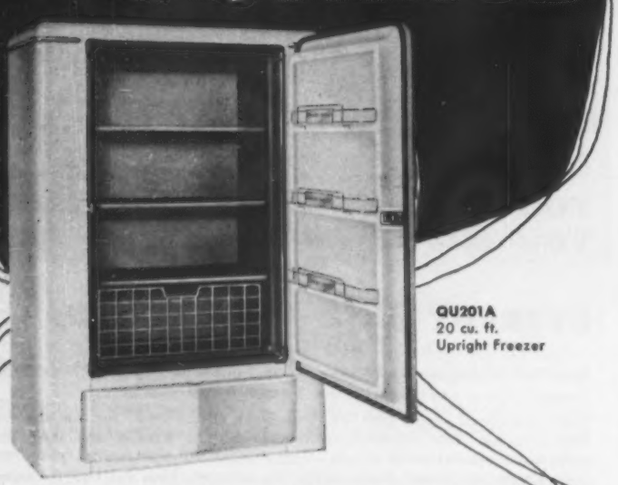
WIRE HARNESSES
to meet the most rigid specifications!

We invite inquiries on government and civilian work on harnesses, cord sets, cables and other wire and wire products.

Our plant-facility brochure is Available upon request.

Columbia
WIRE & SUPPLY CO.
2850 Irving Park Road • Chicago 18, Ill.

New Profit Package by Quicfrēz*



QU201A
20 cu. ft.
Upright Freezer

A great new seller in the Quicfrēz *active* line! Front opening means *all* foods within easy reach. *Space-engineered* to take just 48 inches of wall space; only 29 inches deep; yet holds 700 pounds. It's priced for quick selling. Write for more information about this potent new profit-maker in the Quicfrēz *paying* line!

Quicfrēz, Inc.
Fond du Lac, Wisconsin

*T. M. Reg. U. S. Pat. Off.

NON-STOP IRONING with FEATHERWAY



Easy Filling with Amazing Featherway THERMOFIL

Now you can offer instant Non-Stop ironing with Thermofil. This smooth operating valve allows 5 second refilling for practically continuous ironing.

Check these Advantages!

Exclusive manufacturers of automatic dry and steam irons, Feather Way offers outstanding sales features like these:

Super heated steam penetrates ahead of ironing surface to remove dry wrinkles resulting from automatic dryers. Every iron plant-tested.





Also available, Feather Way Electric Iron, guaranteed finest on market for uniform heat, superior construction!

Bonus Extras!

Because Feather Way produces only irons, we can offer: A superior iron at competitive prices, better profit margin, increased turnover, smaller inventory, less service problems, bigger profits. Already, more than 500,000 satisfied Feather Way customers.

Please send catalogs and prices.

AMERICAN THERMO APPLIANCE CO.
Grafton, Wisconsin.

SAVE $2.10 on every delivery



WITH THE EASLOAD APPLIANCE TRUCK

Send one man instead of two

SAVE THE COST OF AN EXTRA MAN by using an Easload Truck. It balances the load . . . slides up or down stairs or in and out of trucks. Has belt and ratchet type cincher. Rubber pads protect finish. Large load balancing wheels (10x2.75 cushion tires) have two positions controlled by foot pedal lock. Note two small wheels at toe of truck. Save on deliveries; order an Easload today! . . . only.

$53.50
FOB Los Angeles



IT BALANCES THE LOAD

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, Calif.

Bridal Market

After the honeymoon is over, don't sell the newly married bride short. Although the gift buying spree may be done with, her buying needs present a potential that is good sized, especially with regard to major appliances.

A recent survey conducted by the Dell Publishing Co. emphasizes these conclusions. The study shows that electric housewares were primarily gift items, probably because of the price structure involved, but that majors, radio and TV were purchased by the newlyweds themselves.

Among the gift items displayed at the wedding ceremonies, toasters popped up to top the small appliance field—61 percent of the brides received them as gifts. Coffee makers are another favorite and were second in the gift line (59 percent received them), while the third most popular gift item is the electric iron with 41 percent receiving them. Electric mixers and waffle makers followed very closely with only a small difference in percentages. Pressure cookers, steam irons and electric broilers rounded out the gifts to the newly married.

In the major appliance category, the gift angle suffered, undoubtedly because of the higher cost factor, as shown in comparison of television to radio. But once the housekeeping routine is set up, the buying does begin. The survey finds that 34 percent buy refrigerators during the first year of married life, the highest of the major appliance field. Television receivers tied with ranges for the second most popular items to be purchased during the initial year, each being bought by 29 percent of the brides. Washing machines were bought by 28 percent of the young brides. Vacuum cleaners, phonographs and sewing machines rounded out the purchases made during this same period.

Marriages mean big business, concludes the survey, pointing out that the greatest single concentration of buying activity comes in the early, formative years of the couple's married life.

Letters

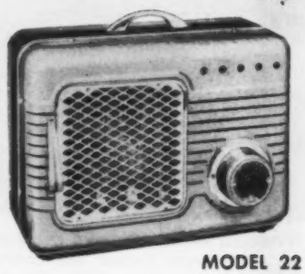
To the Editor:

I have read your article regarding the Polk operation, written by Tom Blackburn. It is an interesting story, however, despite the fact that Tom Blackburn made twenty-nine interviews, many points of the story are not factual. I would like to point out some of the misstatements in the story that I had previously denied to Tom Blackburn, in an interview regarding this article. I will list them merely to show the misconstrued statements.

1. The business was started in 1937, and not at the end of World War II.
2. Sol Polk has resided at the Belmont Hotel for some length of time. He does not live in the store.
3. Sol Polk has owned a number of cars, and not as quoted in the article, "He only recently bought a car—a Ford." He has

TITAN
Thermostat
ELECTRIC HEATERS

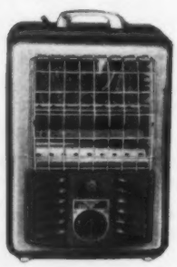
ATTRACTIVE STYLING!



MODEL 22

• It looks like a portable radio — heats like an old-fashioned stove! It's the answer to the smart housewife's demand for a really beautiful electric heater. Single control operates famous Therm-O-Dial Thermostat. 1320 or 1600 Watts. Powerful fan. Evercool case. $19.95 retail.

IT SELLS ITSELF!



MODEL 900

• This big value heater is loaded with features for irresistible sales appeal. Proven profit makers include two switches, amber signal light, thermostat, forced air and infra-red heat. 1320 and 1600 Watts. Evercool case.

$24.95 retail.

Write today for complete information.

TITAN
MANUFACTURING CO., INC.
BUFFALO 10, NEW YORK

had many cars in the past years, for a matter of fact, we own sixty-two vehicles now.

4. Franchises are extremely important to us, and do not represent merely a piece of paper, as so stated.
5. Sol Polk has never made a statement that we could operate a business, such as ours, for 9 per cent.
6. The statement regarding saving money on heat, is erroneous. We have ample heating plants in all our stores. Our salesmen do not have to wear long underwear, and certainly are not subjected to pneumonia. We also have porters to clean up our stores.
7. Our men do not work twelve hours a day–they are on a 48-hour a week basis–nor do they work seven days a week. Each man has at least one full day off a week.
8. The figures stated regarding our salesmen's sales are not correct.
9. Mr. Monroe Singer, our Sales Manager, as so indicated, has not been with our company for five months. He is now running his own business in Rockford, Illinois.
10. The paragraphs under the subhead "Handling the Customer", are erroneous in several spots.
11. We do not charge for delivery, as you indicate, nor do we charge for installation–however, we do charge for installation on TV if the customer desires installation–we charge no extras except sales tax.
12. Discount statements, in the article, are by no stretch of the imagination, as indicated. We most certainly will not deny the fact of good prices, however, they are justified by the virtue of our extensive trade-in campaign.
13. Never do we send a customer to Commonwealth Edison or Marshall Field & Co. for a "look". If at any time a salesman ever made such a faulty statement, we would relieve him of his duties. For a matter of fact, we have a larger selection on our floor than either Fields or Commonwealth.
14. The caption head, "The Mystery of His Buying", represents pure speculation, as far as editorial content is concerned.

I am extremely concerned about the article, because there are some misconstrued concepts that are certainly of degradation to our organization. Several other points in the editorial if clarified, would have made a great deal more sense. By no stretch of the imagination am I setting up a barrier of contention by writing this letter, however, I do feel, and will continue to feel, that if true facts cannot be the contents of an editorial piece it proves the fact that the printed word can be used facetiously to injure and harm a business, that is attempting to operate under all codes of good business ethics.

In the interest of our name, that we have spent many dollars and many years building, I would like a retraction of misstatements. Please let me hear from you.

Very truly yours,

Jack Pettersen
General Merchandising Manager
POLK BROS.
Central Appliance & Furniture Co.
Chicago, Illinois.

We had no intention of being facetious or in any way injuring the Polk Bros. business. We merely set out to describe the Polk Bros. operation because they have been spectacularly successful in moving merchandise and many of their methods may be fore-runners of new trends in this business. We regret any inaccuracies in the text, outlined by Mr. Pettersen, but the story was gathered from many sources believed reliable. Editors

Holds Regional Meetings



TAKING A BREAK during the first of three regional sales seminars for Webster-Chicago distributors and distributor salesmen in New York, Charles Ollstein of Sandord Electronics, George Wolf of Conn. Appliances Distributing Co., Norman C. Owen, Webcor's vice president in charge of sales and Sidney Koenig of All-State Distributors talk things over. Two other regional sales meetings were scheduled for Chicago and Los Angeles. Over 100 distributors and salesmen attended the New York session.

Get what you WANT...in MODERN
Automatic Electric WATER HEATERS

MOST COMPLETE LINE—TOP QUALITY—TOP PERFORMANCE—PROFITS!

You name it—MODERN'S *got* it—everything you want in automatic electric water heaters. Most *complete* line—finest quality—top performance. Style that attracts—features that *sell*. And every unit priced for *profit*. See for yourself.

- 5½, 12, 20, 30, 40, 50, 66 and 82-gallon sizes
- Standard, Deluxe and Table Top models
- "Electro-Band" black heat surface elements heat up fast—won't lime up
- Adjustable surface type snap action thermostats
- Built-in heat trap to prevent back circulation on hot water line
- Extra heavy blanket type insulation
- Listed by Underwriters' Laboratories, Inc.
- Magnesium anode and 10-year tank warranty at slight extra cost
- Sparkling white Dulux enamel finish—baked on for long life

WRITE FOR DETAILS AND PRICES

Also a complete line of domestic and commercial water softeners and filters.

MODERN WATER EQUIPMENT COMPANY
Dept. EM, West Chicago, Illinois

WATER SOFTENERS • FILTERS • ELECTRIC WATER HEATERS

Just what's wanted in home incinerators!

IT'S CLOG-PROOF, RUST-PROOF AND WON'T BURN OUT....

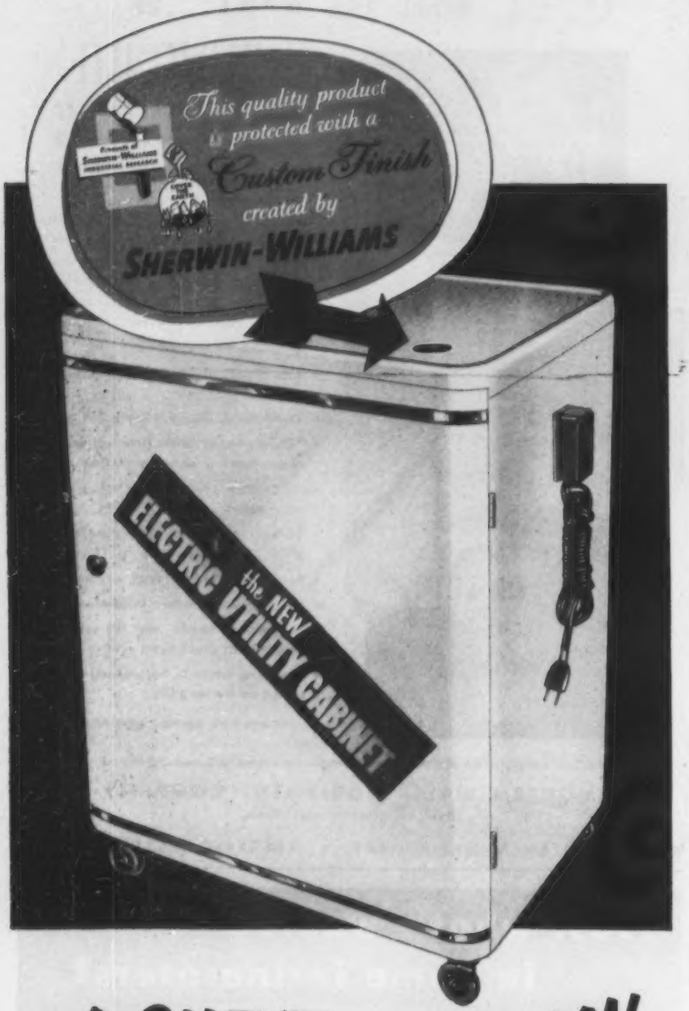
The COLE HOT BLAST HOME INCINERATOR

meets homeowners' every demand for top value and performance. Here are just a few of the COLE features:

- Economical gas operation with exclusive, patented, air-jet combustion. Genuine refractory tile lining . . . rust-proof, clog-proof, permanent.
- Smokeless and odorless.
- Dependable disposal of every scrap of food, however wet.

Write today for complete specifications of both Deluxe and Standard Models.

COLE HOT BLAST MFG. CO.
3817 S. RACINE AVE., CHICAGO 9, ILLINOIS



A SILENT SALESMAN

that helps decide the sale at the finish!

Food acids . . . detergents . . . even hot grease . . . won't mar the beauty of the gleaming finish on these electric utility cabinets made by Metal Products Mfg. Co., Houston, Texas. Special ingredients protect it against marring, chipping or scratching. And, it will *stay* white.

There's a good reason. Like many other quality appliances, they are finished with Sherwin-Williams KEMCLAD® . . . the "white-for-life" appliance finishes combining the newest technical developments in synthetic resin materials.

To help dealers to benefit fully from this quality finish, a Sherwin-Williams "Custom Finish" identification seal, on every cabinet, contributes the added sales appeal of the best-known name in finishes.

Look for Sherwin-Williams tags, seals or decals on products you sell. Feature them—use them—to help make sales! The Sherwin-Williams Co., Industrial Division, Cleveland 1, Ohio.

SHERWIN-WILLIAMS
INDUSTRIAL FINISHES

Canadian Honors



PRIME MINISTER St. Laurent (center) and Trade Minister C. D. Howe (right) congratulate H. B. Style, president of John Inglis Co. Ltd, Toronto, as he accepts national industrial design merit award won by Inglis deluxe automatic washer. (The Whirlpool deluxe automatic washer is manufactured in Canada under the Inglis trade name.) The winning washer was in competition with all Canadian made washing machines and was one of over 300 entries. The event was sponsored by the National Industrial Design Committee appointed by the Canadian National Gallery to promote increased sales through improved designs.

Manufacturer Briefs

● The corporate name of Prentiss Wabers Products Co., has been changed to Preway, Inc.

● A new TV set manufacturing plant designed to provide "substantially increased facilities" for all activities of the company's radio and television business is being constructed in Batavia, N. Y., by Sylvania Electric Products, Inc. Construction should be completed by February 1, 1954.

● Electric Motor Division is the new title for the Kingston-Conley division of the Hoover Co. The new name is intended to be more descriptive of the division's operation as manufacturer at the North Plainfield, N. J. location, plus identifying the subsidiary more closely with its parent firm, the Hoover Co.

● The Electroware Corp. has been incorporated with a capitalization of $150,000 to manufacture Multipop, an automatic repeating corn popper. Roy J. Baunach, inventor of the unit, is president and treasurer of the new firm. Electroware will also produce a conventional electric popper called Prontopop.

On The Line



SIGNING CONTRACT for new Jordon Refrigerator Co. building in Philadelphia are (seated, left to right), Harry Fogel of Jordon, Walter Lamb, contractor, and Frank Fogel, Jordon, while contractor engineer Morgan Rulan and Jordon engineer Sidney Kleiman look on. The new unit, adding some 150,000 square feet of space, will be for exclusive production of refrigeration equipment, home freezers, de-humidifiers and air conditioning units.

Distributor News

Jordon Distributors

The Jordon Refrigerator Co. has announced the forming of Jordon Distributors-Boston to handle the Jordon domestic line in Maine, Vermont, New Hampshire, Mass. and Rhode Island.

The Boston franchise marks the first step in a long-range plan by the Jordon firm to set up similar distributors throughout the country, according to Harry Fogel, vice-president in charge of sales for Jordon.

Frank B. Semple is president and treasurer of the distributorship.

Adolph Fruchter & Sons

Adolph Fruchter & Sons, Philadelphia distributors, have announced their acquisition of a new four story building. The new building, which will house both warehouse and offices, was chosen because of its proximity to the center of the city. The new quarters occupy 117,000 square feet of space which will be used as both warehouses and offices.

Keps Electric Co.

Paul E. Cunningham has been appointed sales manager for the specialty division of the Keps Electric Co., Pittsburgh distributors. Cunningham joined the company recently after serving for the past fifteen years with the Greenwich Gas Company, Greenwich, Conn.

Frigidaire Sales

L. W. Smith has been named manager of the Dayton sales branch of the Frigidaire Sales Corp., following the retirement of R. D. Van Dyke.

Smith joined the Frigidaire Philadelphia district office in 1928 and moved to Dayton as a member of the marketing department in 1936. He has served in the G. M. public relations office in New York and held the position of manager of marketing. Prior to his promotion, Smith was manager of appliance product sales for the Frigidaire division.

The Boyd Corporation

Recent appointments within the Boyd Corporation, Boston distributor, include Charles Churchill who becomes service and parts manager, and John Higgins as a district manager.

Adolph Fruchter & Sons

Philadelphia distributor, Adolph Fruchter & Sons, has announced a neighborhood spring campaign. Based on "An Old Appliance Contest" the promotion will also include a Bermuda cruise for dealers, participation in local WCAU-TV's "Fun and Fortune" show, the Harrison-Coolerator Dream Kitchen giveaway, and a comprehensive advertising campaign. This is the second promotion put on by the firm since the company took over distribution of the Coolerator line.

Tornado Damage



WACO DEALERS were hit hard in the recent devastation which struck the Texas city. Some 45 percent of the appliance dealers were wiped off the books in the downtown area when the tornado wrecked 44 blocks and killed 113 persons. One dealer had a dozen room air conditioners wrecked beyond repair; many others lost considerable stock and inventory. Distributors as well as dealers suffered from the tornado. Waco appliance dealers met with the Red Cross and RFC in a mass conference shortly after the devastation to consider ways and means of restoring appliances, primarily refrigerators, in the 650 homes smashed or partially damaged. Installation and service, as well as procuring new stocks with distributors out of service, were significant problems. It will be months before Waco's appliance industry is again on its feet.

Empire METAL WARE

ELECTRIC HOUSEWARES

TWO GREAT COFFEE-MAKERS!



So Beautiful No Wonder They Sell So FAST!

SMALL quantities of coffee can be made *automatically* ONLY in a *small* automatic percolator .... like the 3 to 5-Cup EMPIRE "Thrift-O-Matic"! Just what the 40 million small families of America want! Prevents wasting expensive coffee. When larger capacity is needed, sell the popular 4 to 8-Cup Model 1942 EMPIRE Automatic Percolator. To be ready for all occasions, sell customers *both* styles!

- Just plug it in—no regulating!
- Automatically *stops* perking!
- Keeps coffee *serving hot* for hours!
- Makes perfect coffee—everytime!

WRITE TODAY for Catalog and Prices

Another Fast-Selling Empire *Time and Labor Saver!*

ELECTRIC TABLE GRILL

. . . teams up with the "2-Cup Coffee-Quickie", "Perco-Drips", Food & Baby Bottle Warmer, Hot Plate, and the sensational Empire Automatic Percolators to bring you the most complete line of profitable Electric Housewares you can feature!



A chrome-plated beauty, with 130 sq. in. grilling surface—interchangeable grids—heat indicator — removable dripping pan. No. 788— $15.95 List.

The METAL WARE Corporation

200 Fifth Avenue New York — TWO RIVERS, WIS. — Merchandise Mart Chicago

A set is no better than its Tuning Mechanism! ...and, there's no better tuner than the

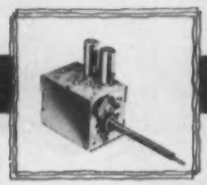
TARZIAN TUNER



It's no happen-so that so many of the nation's leading set manufacturers—the makers of the best-known receivers—use the TARZIAN TUNER in their products.

No other commercial unit possesses so many desirable features found in the TARZIAN TUNER. It's a small, precision-built instrument, expertly designed to provide unsurpassed selectivity and improved reception in ALL areas.

And, the practical, full band—all-channel approach to UHF (another first for Tarzian) —is making the TARZIAN TUNER more popular than ever. It's popular with the manufacturer as well as the ultimate consumer who wants "everything" on the television set he buys.



SARKES TARZIAN, Inc.

Tuner Division
Bloomington, Indiana

America's Fastest Selling

ROUND FRYER

The Famous Burpee AUTOMATIC-ELECTRIC



DEEP FRYER and UTILITY COOKER

$26.95 List (GIFT WRAPPED)

6 in 1 use!

Temperature Control for All Basic Cookery

SEE US AT THE SHOW IN ATLANTIC CITY!

Booth 625 and 627

Don Hall, Sales Manager
THE BURPEE CO.
Barrington, Illinois

The Design is NEW the PRICE is the SAME

Only $34.95



Slim, only 6" deep, for tight corners, plus extra height for easy breakover and load control. Sled type, box-braced tubular steel frame. Round sliding edges for easier movement up and down stairs, in and out of trucks. Two wide belts and 5" x 23" nose plate. Solid rubber wheels. Load capacity 750 lbs. All this, only $34.95 f.o.b. Milwaukee. Ask your supplier.

MILWAUKEE
Truck and Caster Corp.
6818 W. RIVER PARKWAY, MILWAUKEE 13, WIS.

RCA Victor Distributing Corp.

John Holzman was recently appointed a vice president of the RCA Victor Distributing Corporation with headquarters in Chicago. Holzman will be in charge of seven of the corporation's branches located in Chicago, Detroit, Buffalo and Rochester, N. Y., Kansas City, Mo., Wichita, Kans. and Davenport, Iowa.

Graybar Electric Co., Inc.

Recent district sales and managerial appointments of the Graybar Electric Company include the following: F. F. Jaspersen has been appointed as district sales manager of the Philadelphia office replacing H. N. Wood, retiring. John Reine takes over as district manager in the Cincinnati office, while N. W. Zilch will succeed Reine as district manager in Minneapolis. Other appointees are J. T. Baker as manager of the Youngstown, Ohio branch, and E. W. Windahl to a like position in the Duluth offices.

Zenith Radio Corp.

Thomas B. Stone has been appointed assistant to the general manager of Zenith Radio Distributing Corporation of Chicago according to a recent announcement. In an additional regional appointment John R. Mazey takes over as advertising manager of the New Jersey division, Zenith Radio Corporation of New York.

Judson C. Burns, Inc.

Ben L. Shenker, formerly with Raymond Rosen and Company, has joined the sales staff of Judson C. Burns, Inc., regional Philadelphia distributor of Crosley products. Another appointee is Walter Stainthorpe who has joined the appliance sales staff of the company.

Tri-State Distributors, Inc.

Tri-State Distributors, Albany, N. Y., have announced that they have moved to larger quarters on the third floor of the Central Warehouse Building in Albany, N. Y. The move was necessitated by expansion of merchandise lines, and a corresponding increase in business.

Gough Industries, Inc.

Gough Industries, Inc., southern California distributing firm has announced the appointment of S. T. Bell, vice-president, as general manager of the newly created appliance division. Other appointments announced in the appliance division of the 40 year old company are in the nature of realignments pending moving into a new half million dollar building, opening of which is scheduled for midsummer. The additional appointments include William Pomeroy, assistant general manager and operations manager; James Moore, sales manager, major appliances; Joseph Carvin, assistant sales manager; M. Matzenberger, sales manager, small appliances and Dean Herrick, sales manager, G. E., vacuum cleaners.

GLUTTONS for PUNISHMENT

CORNISH

Cords and Cord Sets



CORD SETS

for every possible need. Widely used as standard by foremost manufacturers. For particularly exacting uses, specify COROPRENE, the neoprene jacketed cord.



FLEXIBLE CORDS

On smart metal spools, in convenient lengths for brisk and profitable footage business



CORNISH WIRE COMPANY, INC.
50 Church Street, New York 7, N. Y.

Pitch in 3-D

The third dimension is not confined to Hollywood. It is being successfully used in the merchandising field and the appliance and radio-TV industry has taken it up as an effective tool for selling right down to the retail level.

Color slides, used in hand-held viewers, are both replacing and supplementing salesmen's bulging brief cases and have been found well adapted to bringing the appliance product story into the home. Every type of salesman—manufacturers, distributors, dealers and door-to-door pitchmen—are using them, according to the Revere Camera Co., producer of stereo viewers and cameras.

The Bendix division of Avco Mfg. is using 3-D color shots of its automatic home laundry equipment and kitchen appliances among distributors, dealers and retail salesmen. Bendix has found them effective in "showing dramatically the difference between line-dried and dryer-dried clothing."

DuMont's TV receiver division is using the stereo slides in selling both the product and the company story. A kit of 25 slides is carried by salesmen coast-to-coast to show the product line, display materials, and shots of factory and plant operation.

Transvision Inc. is using the third-dimension approach in selling the product line and finds a dealer can supplement his partial stock with complete showing of the line through use of the media. The firm has also found it helpful to show the consumer just how the receivers will look in the home setting.

Revere vice-president Ted Briskin points out that in the highly competitive merchandising and selling activities of today the 3-D approach offers an economical but effective means of product-line and display presentation, "the next best thing to the product itself."

Ushered In



NEW WASHER being introduced by the Hoover Co. is taking its bows by marketing areas, with Chicago seeing it for the first time in June. William H. Bond, Hoover's sales manager of special products division, points out features of the new unit to H. W. Hoover, Jr., executive vice president of the company. The washer is designed for the small home market and was first introduced in Detroit last April by Electric Specialties Co.

Servel: More Coming

Servel hasn't stopped broadening its line yet.

At the company's mid-year distributor conference in Chicago early last month, Servel president W. Paul Jones took the wraps off several additional entries in the refrigerator and freezer fields and announced that the firm would soon add electric water heaters.

The new appliances included four electric compression refrigerators with push-button automatic defrosting, 22 cubic foot upright home freezer, and deluxe versions of the Wonderbar refrigerettes. The four new refrigerators include two (priced at $499.50 and $429.50) with Servel's ice-maker feature. The other two units are priced at $429.50 and $359.50. The new upright freezer balances the Servel line at six units with three uprights and three chest-type models. The 22 cubic foot upright will list at $689.50. The new Wonderbar units will be produced in limited quantities for the luxury market—the refrigerators are covered in spotted calfskin or luggage leather.

The soon to be shown electric water heaters will be available in 35 and 45 gallon table-top models and 40, 52 and 80 gallon cylinder types.

Ship New Dehumidifiers

RCA Victor has shipped initial quantities of its 1953 deluxe electric dehumidifier to distributors.

The new unit incorporates a newly designed chassis which makes a stepped up performance of 50 percent possible, says the manufacturer. It will serve rooms up to 12,000 cu. ft.

Educational advertising copy will be placed in selected market areas, outlining the many services performed by the product.

First units went to Milwaukee, a "leading" dehumidifier market according to RCA officials.

MANUFACTURERS' SALES

		First Quarter	April	Four Months
DISHWASHERS	1953	41,309	14,027	55,336
	1952	31,601	9,095	40,696
	% Change	+30.72%	+54.23%	+35.97%
DRYERS, CLOTHES	1953	168,989	28,556	197,545
	1952	130,822	36,109	166,731
	% Change	+29.17%	−20.92%	+18.34%
FOOD WASTE UNITS	1953	81,373	.....	.....
	1952	53,479	.....	.....
	% Change	+52.16%	.....	.....
FREEZERS	1953	280,788	89,031	369,819
	1952	146,618	49,422	196,040
	% Change	+91.51%	+80.14%	+88.64%
IRONERS	1953	63,049	14,080	77,129
	1952	47,179	8,938	56,117
	% Change	+33.63%	+57.53%	+37.44%
RADIOS, HOME	1953	1,206,764	286,974	1,493,738
	1952	959,117	286,164	1,245,281
	% Change	+25.82%	+.28%	+19.95%
RADIOS, PORTABLE	1953	359,329	201,476	560,805
	1952	241,019	110,529	351,548
	% Change	+49.09%	+82.28%	+59.52%
RADIOS, AUTO	1953	1,593,096	483,092	2,076,188
	1952	806,240	275,250	1,081,490
	% Change	+97.60%	+75.51%	+91.97%
RADIOS, CLOCK	1953	675,235	187,394	862,989
	1952	361,423	176,003	537,426
	% Change	+86.83%	+6.47%	+60.58%
RANGES	1953	354,493	118,999	473,492
	1952	241,025	70,350	311,375
	% Change	+47.08%	+69.15%	+52.06%
REFRIGERATORS	1953	1,152,700	366,951	1,519,651
	1952	851,375	255,009	1,106,384
	% Change	+35.39%	+43.90%	+37.35%
TELEVISION	1953	2,259,943	567,878	2,827,821
	1952	1,324,830	322,878	1,647,708
	% Change	+70.58	+75.88%	+71.62%
VACUUM CLEANERS	1953	831,187	268,548	1,099,735
	1952	756,254	217,169	973,423
	% Change	+9.91%	+23.66%	+12.98%
WASHING MACHINES	1953	949,902	288,474	1,238,376
	1952	718,293	217,211	935,504
	% Change	+32.24%	+32.81%	+32.38%
WATER HEATERS	1953	159,772	62,155	221,927
	1952	127,330	45,295	172,625
	% Change	+25.48%	+37.22%	+28.56%

*WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO TELEVISION—Industry Estimate Radio-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, Not Industry.

★ Helps customers get better TV reception!

Tele-Vue TOWER

THE New BIG NAME in Television

★ *Dramatic Merchandising aids are furnished each dealer!*
★ *Nationally advertised!*
★ *Internationally Sold*

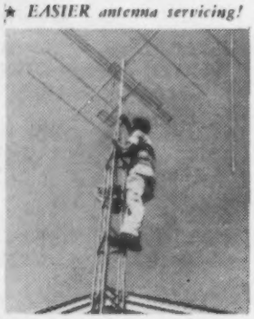
No Guy Wires

Easily raised or lowered from 40' to 20' by crank.

★ *Neat Transit-wrap protects tower all the way!*
★ *Safety-ratchet reel for cable is exclusive!*



★ *Easily stocked!*
★ *Simple installation!*
★ *EASIER antenna servicing!*



TeleVue TOWERS, INC.

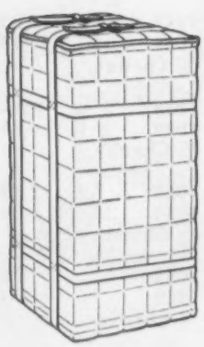
701 49th St. S., St. Petersburg, Florida
East Street, Erskine, Minnesota
2301 University Ave. SE., Minneapolis, Minnesota

Increase your NET profits with this Tower!

WEBB SLINGABOUT PROTECTION

costs less than damage claims

Save money. Deliver your appliances the safe, modern way. Use Webb Slingabouts. They're not only flannel-lined to prevent scratches on finishes. They're made of durable, water repellent canvas to shut out weather damage. They're thickly padded to absorb shocks. They're equipped with hand-sling to make lifting and carrying easy, thus reducing risk of injury. Slingabouts slip on in seconds and can be used repeatedly. Get this time and money saving protection for all your appliances.



WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout prices for Model #_____

Make _____

Name _____

Address _____

City _____ State _____

Check Appliance: Refrigerators, Radio, TV, Range, Washer, Other (please specify)

Gibson Refrigerator Co.



J. F. KLINTWORTH

The company has announced the appointment of J. F. Klintworth to the post of sales manager in charge of Gibson's air conditioning department. Named to divisional sales manager posts at the same time were A. J. Grewe who will manage a territory consisting of Illinois, Iowa, Minnesota and Wisconsin, and N. R. Boehmer, who succeeds Klintworth in the southeastern states area.

Cooper Manufacturing Co.



DAYTON C. BUCK

Dayton C. Buck has been named as the director of sales and assistant to H. M. Cooper, operating executive of the company. Buck comes to Cooper from the Firestone Tire and Rubber Company where he had held the position of buyer of lawn, garden and hardware for the company's outlets. Prior to this Buck had served as assistant secretary of the Chicago Retail Hardware Association.

Mullins Manufacturing Corp.



D. F. RUCKS, JR.



M. L. ONDO

D. F. Rucks, Jr., has been named general manager of merchandising for the company's Youngstown Kitchens division. Succeeding Rucks as sales manager is M. L. Ondo who was moved up from assistant sales manager and manager of national builder sales. W. H. Powell was promoted to Ondo's former position.

General Electric Company



EUGENE F. PETERSON

Eugene F. Peterson has been appointed manager of marketing for the company's radio and television department. Peterson was manager of marketing for the company's tube division in Schenectady prior to his present appointment.

Maytag Company

Three new regional sales managers have taken over territories in the Maytag field organization in the Minneapolis, Kansas City and Cincinnati areas. Melvin R. Gibson is the appointee in the Minneapolis territory, Anthony T. Vaccaro in Kansas City, and Arza R. Hughes in Cincinnati.

Coolerator Co.

Three appointments in the Coolerator field sales organization have been announced by F. C. Margolf, sales manager of the company. Roger D. LeDuc becomes district manager for the west coast region, while D. B. Jones takes on a like post in the newly created upper New York-eastern Canada sales region. The third appointment concerns R. O. Gustafson named as district sales manager for the Dallas, Texas territory.

Hamilton Beach Co.

David J. King has been named regional representative for the company's territory in Maine, New Hampshire and eastern Massachusetts.

New Positions

Murray Corp. of America



LEON E. CLANCY

Appointment of Leon E. Clancy as national sales manager of gas and electric ranges for the home appliance division of the corporation has been announced. Clancy joins the firm after service as director of sales for the Detroit-Michigan Stove Co. Other recent appointments include William J. Crum, named as a market analyst in the company's home offices; James T. Manning, Jr., as district sales manager with headquarters in Charlotte, N. C., and Lawrence F. Neely to a like post in the southwest.

A. O. Smith Corporation



F. S. CORNELL

At a meeting of the company's board of directors recently F. S. Cornell was designated as administrative vice-president. Cornell who has been associated with the company since 1945 had previously been general manager of the corporation's Permaglas-Heating division.

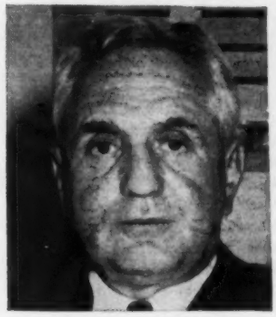
Silent Automatic Products

Appointment of two area sales managers for the company have recently been announced. George S. Elder has been placed in charge of the New England sales area, and Robert B. Veith will supervise sales in the states of Maryland, Delaware and in Washington, D. C.

Webster-Chicago Corporation

Webster-Chicago Corporation has announced the opening of an eastern divisional office to serve customers on the Atlantic seaboard. C. S. Castle has been named to direct the new office which is located in Mount Vernon, N. Y.

Emerson Electric Mfg. Co.



WILLIAM S. SNEAD

The board of directors of the Emerson Electric Manufacturing Company have announced the election of William S. Snead as president and chairman of the board, and John A. Driy as executive vice president. Both changes are occasioned by the death of the late Oscar C. Schmitt.

Stromberg Carlson Co.

Emerson Dickman, Jr., has joined the Stromberg Carlson organization as a district merchandiser. Dickman will handle company relations with distributors in the New England and New York metropolitan areas in his new post.

Remington Corporation

Appointment of Carlos H. Mercado as export manager of the air conditioning division has been announced. In his new position Mercado will supervise sales to importing distributors in some 60 counties around the world.

Tyler Fixture Corporation



HUGH COOPER

Hugh Cooper, formerly supervisor of agency sales, Tyler Fixture Corporation, has been named as sales manager for the corporation's Harderfreez division. Art Curran, Tyler divisional manager, will be promoted to the agency sales post vacated by Hugh Cooper.

Camfield Mfg. Co.



ELMER C. DVORAK

Elmer C. Dvorak has been named vice president in charge of sales of the Camfield organization. Dvorak comes to Camfield from the Rival Manufacturing Co., where he was assistant to the president. He will succeed the late Al Sanger in his new position.

Hoffman Radio Corp.

Burt Dorris has been appointed to the newly created post of western sales manager for the Hoffman Radio Corporation. Dorris will direct field personnel and work with distributors in a ten-state western area served directly from the Los Angeles plants.

Apex Electrical Mfg. Co.

Appointment of Kenneth W. Blecke to the post of manager of Cleveland builder sales has been announced by A. C. Scott, vice president in charge of sales, Apex Electrical Mfg. Co.

Ryan Industries



OLIVER B. HASNER

Oliver B. Hasner has been named to the post of vice president in charge of manufacturing. Hasner joined the Ryan organization in 1952 after service with Amana Refrigeration, Inc. He is nationally known as a pioneer designer of upright freezers and planned Ryan Industries' present assembly line.

Capehart-Farnsworth Corp.



JOHN L. MURRAY

John L. Murray has been named manager of distribution for the corporation according to a recent announcement. In his new position Murray will handle all decisions relating to distributor matters. His headquarters will be in Fort Wayne.

Recent regional appointments within the organization include the following. James M. Robertson, Jr., has been promoted to manager of the Capehart-Farnsworth Atlanta sales region, while J. R. Hughes joins the company in a like position in the Fort Wayne sales region.

CBS-Columbia, Inc.



LOUIS HAUSMAN

CBS-Columbia has made known the appointment of Louis Hausman as vice president of the firm. Hausman has been associated with CBS-Columbia for a period of 13 years, his most recent post being that of administrative vice-president of CBS Radio.

Dryomatic Corporation

Appointment of several new sales and service representatives to increase coverage in the middle west have been announced. The new appointees and the territories served, include; O. C. McNairn, for the Cleveland, Akron, Canton area; Alvin R. Close, northwestern Ohio; Charles E. Allen, Michigan.

Admiral Corporation

Announcement has been made of the appointment of two new regional managers for the company, Elmer B. Freeman as New England zone manager and John C. McDevitt to a like position in the Kansas City area.

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SEARCHLIGHT SECTION
(Classified Advertising)
H. E. Hilty, Mgr.

EMPLOYMENT
Positions Wanted 221
Selling Opportunities Wanted 221

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Offered 221

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This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING EMPLOYMENT — "OPPORTUNITIES" — MERCHANDISE BUSINESS

RATES:
UNDISPLAYED

$1.80 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. POSITION WANTED & Individual Selling Opportunity wanted undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.

DISPLAYED INDIVIDUAL SPACES with border rules for prominent display of advertisements. The advertising rate is $11.75 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.

AN ADVERTISING INCH is measured ⅞" vertically on a column—4 columns—48 inches to a page. NEW ADVERTISEMENTS: Address N. Y. Office, 330 W. 42nd St., N. Y. 36, N. Y., for August Issue closing July 14th.

PRODUCTS WANTED

For the Canadian Market

Our client, a well known Toronto manufacturer with an organized sales force covering all provinces, selling through hardware, automotive supply, radio, appliance and general stores, can handle Canadian distribution for one or two manufacturers of successful shelf merchandise items.
Either Canadian or American manufacture or assembly will be considered.
Please write referring to advertisement No. 54.

WELLING & WOODARD, Incorporated
Industrial Consultants
52 Vanderbilt Avenue — New York 17, N. Y.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave., (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITIES WANTED

NEW YORK Sales Organization (for entire East Coast) is open for another line. Toys, Hdwe, hswe, gifts or automotive items preferred. Absolute geographic basis only. Straight commission. Attractive well Staffed showroom. Five outside salesmen. We service jobbers, exporters, buying offices, mail order houses, chains and key dept. stores. RA-7716, Electrical Merchandising.

ELECTRICAL LINES wanted for Florida by established Manufacturers Agent contacting Electrical Jobbers & Utilities, 10 years' experience as Mechanical & Electrical Field Engineer on Commission. RA-8068, Electrical Merchandising.

If there is anything you want that other readers can supply
OR . . . something you don't want— that other readers can use—
Advertise it in the
SEARCHLIGHT SECTION

TO MANUFACTURER'S
of Appliances

Do you have a Service Station for Chicago and surrounding territories?
We have now enlarged our Service Department and are able to give quick and efficient service to 3 more manufacturer's Lines.

For further information contact Mr. Norris.

M & L APPLIANCE SUPPLY
1505-11 W. 69th St. — Chicago 36, Ill.

MOTOR EXCHANGE SERVICE

Your burnt out vacuum cleaner motors completely rebuilt guaranteed one year.
Your cost $8.50 — G. E. tank motor $9.50
1000 Rebuilt vacuum cleaners $9.50 up.
Rebuilt Tank Vacuums $19.50 Up
DEALERS' VACUUM CLEANER CO.
140 Nostrand Ave. — Brooklyn 5, N. Y.
Parts For All Makes



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710, 330 West 42nd St., New York 36, N. Y.

MERCHANDISING
SUPPLEMENT

Products, Services — For More Sales, For More Profits

UNDISPLAYED RATE:
$2.25 per line per insertion. Minimum 3 lines. (First line in small black face type.) Fractions of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:
$19.30 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically ⅞" on one column. There are 4 columns—48 inches to a page.)



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features." Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14' Web strap fastens appliances tight with the patented (30 second action) trap ratchet —a Yeats exclusive.

*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. *Write for full information.*



Yeats Appliance Dolly Sales Co. — 2124 N. 12th St. MILWAUKEE 5, WIS.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS



The safe, easy and quick way to handle appliances. Patented Step-On Lift—Folding handles. Cap. 1,000 lbs. Ship.wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end.
Write Dept. B

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

KASSON Roto-Sho ELECTRIC TURNTABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. *Write today for complete turntable catalog including build-up fixtures!*



Carries up to 800 lbs. Lights turn with table. We also produce midget fractional H.P. electric motors, electric motors and Christmas Tree turners. 24 hour delivery from stock.

GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St. — New York 12, N. Y.

10,000 Cycle 16-2

IRON REPAIR CORD

1-Yr. Guarantee
Free Sample

JANDORF'S
420 W. Franklin St. — Balto. 1, Md.

HAND TRUCKS

CASTER X-75



AZ-102 BALANCE TRUCK

No. 102 BALANCE TRUCK



For Safe and Easy Handling of Ranges, Refrigerators, Home Freeze and Air Conditioning Units, Radio, Television and Window Cooling Units

SELF-LIFTING PIANO TRUCK CO.
426 North Main Street Findlay, Ohio



MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Splices appliance cord, auto and truck ignition wire and all similar uses. Made in 5 sizes.

Time-Tested-Successful-Economical
Write for Catalog.

Insert broken ends into sleeve. Crimp tight with pliers

MEND-IT SLEEVE MFG. CO.
136 Benita Av., Piedmont 11, Calif.

THERMOSTATS • COOK WELLS
CUT-OUT SWITCHES • CORD SETS
FOR

NESCO ROASTERS

★ Nation Wide Service
★ Give Model and Description

We also offer complete repair service.

POWER EQUIPMENT CO.
2373 S. Kinnick Ave. • Sheridan 4-3210
MILWAUKEE 7, WISCONSIN

This MERCHANDISING SUPPLEMENT *Section*

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of appliances, Radios, Televisions and in other merchandising opportunities.

ELECTRICAL MERCHANDISING



What Are We Waiting For?

THERE are some mysteries in this business that defy explanation. Why, for instance, will some products gain almost immediate public acceptance and volume sales, while others undergo a long period of introduction? Washers, vacuum cleaners and refrigerators were taken to the housewife's heart early in their marketing careers. Electric ranges and water heaters had to fight an uphill battle, because of the solidly intrenched competition of the gas industry. The ironer was never a push-button device and, consequently, has had a slow road to recognition. The dryer on the other hand, won almost immediate acceptance and today is rated a volume sales major appliance. Freezers rode the coattails of refrigeration to national acceptance in short order. Television also had the way cleared by radio. Only lately the room air conditioner shows all the signs of being one of the next important new devices to join the august fraternity of winners of public favor.

THERE is one Sleeping Beauty, however, yet to wake from its 40-year siesta—the electric dishwasher. The grand-daddy of the present automatic dishwasher first saw the light about 1913. Some 30 manufacturers produced models prior to the war and, with two or three notable exceptions, have retired from the scene. All in all, little more than a million dishwashers have been produced and sold in the quiet history of this remarkable device—and most of those have been sold since the war.

We know some of the reasons for this lack of public excitement about the dishwasher. We know that early designs were mechanically poor; they entailed so many manual operations, they could scarcely be called labor-saving. We know that lack of proper detergents produced indifferent results. In a word, the combination of these factors gave the business a bad name. We know further that relatively few companies have been producing dishwashers postwar; that too little advertising, promotion, demonstration and other arts of specialty selling have been neglected, while emphasis has been largely devoted to products in wide demand. We know, too, that high installation costs, especially in the plumbing field, has discouraged many potential buyers.

BUT other products have gone through comparable growing pains. Refrigerators underwent countless design changes and refinements before emerging into their present eminence. Automatic washers took years of development, experimentation and field testing before they reached comparative perfection. And they require installation, too. The dishwasher has evolved from a crude, cast-iron Rube Goldberg to a handsomely styled, self-contained, completely automatic device with a dazzling sales future. It performs one of the homemaker's most griped-about chores. It is in a comparable price range to other major appliances. It has no seasonal sales problem, no price competition, no trade-in headache. Present ownership is under 3 percent, so the market numbers over 40 million homes.

We have tried in this issue ("Special Report to the Trade") to highlight the important aspects of dishwasher merchandising. There will be more next month.

We believe in the future of the dishwasher. We think it's time to get rolling.

What are we waiting for?

Laurence Gray

EDITOR

1. LOW COST!

Customers like the smaller price tag on washers equipped with Lovell wringers. And the fact that they also save on soap, hot water, electricity and repairs.

2. FAST!

No long washing, rinsing cycle to wait for. Quick push or pull swings the Lovell Instinctive wringer to the next operating position. No groping for a lock lever.

3. DOES HEAVY LIFTING!

Conveyor action of a Lovell wringer does 90% of the heavy lifting. No more worries about washday backaches.

Healthy profits need bread and butter

A MILLION-AND-A-HALF WOMEN chose wringer-washers over other types in 1952. Of all washers sold, about *half* were wringer-type washers. As always, the wringer-washer is your bread and butter—and that's what makes profits grow big and strong.

To keep the bread and butter rolling in, display and demonstrate washers with Lovell wringers. Point out the Lovell name to customers, too. It's an old friend to most women. Then follow up with Lovell's seven convincing sales points.

LOVELL MFG. CO., ERIE, PA.
Also makers of the Lovell gas and electric Drying Systems

(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)

4. CLEAN AND GENTLE!

Dirt normally remaining in clothes is gently squeezed out by Lovell's Pressure-Cleansing action. Resilient rolls are kind to delicate fabrics, won't jam zippers or break buttons.

5. SAFE!

Lovell Instinctive wringers give AUTOMATIC SAFETY! A gentle pull on clothes or a push on the frame releases roll pressure on Lovell's new "62" wringer. Just a slight pull stops rolls instantly on Lovell's famous "77".

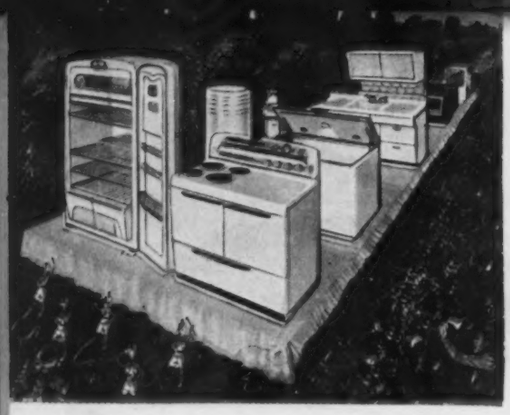
6. CONVENIENT!

With a Lovell-equipped washer you can start with dainty things, end up with overalls, all in the same suds. Set washing and rinsing time to suit yourself.

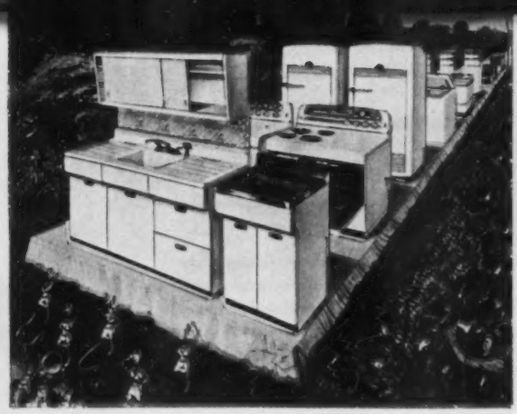
7. BUILT TO WORK BETTER, LAST LONGER!

"GUARDED TOP" DESIGN gives added protection.
POWER ELECTRIC ROLLS, 3 rubber layers give right cleansing pressure.
HARDWOOD BEARINGS never need oiling, won't stain wash.
SINGLE LEAF SPRING gives balanced pressure.
ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

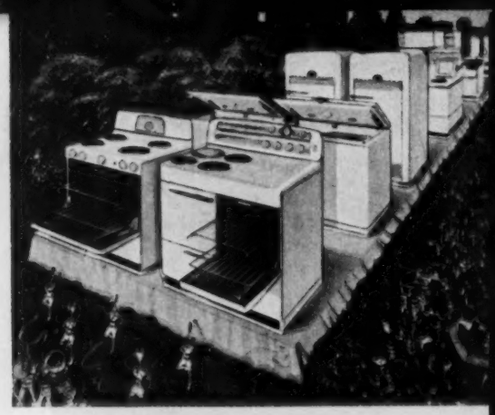




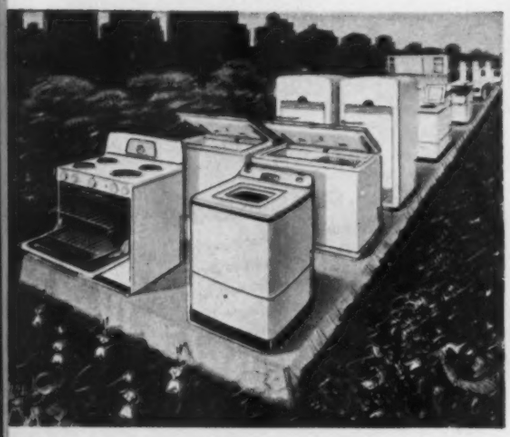
IN JANUARY...
it was Kelvinator Refrigerators



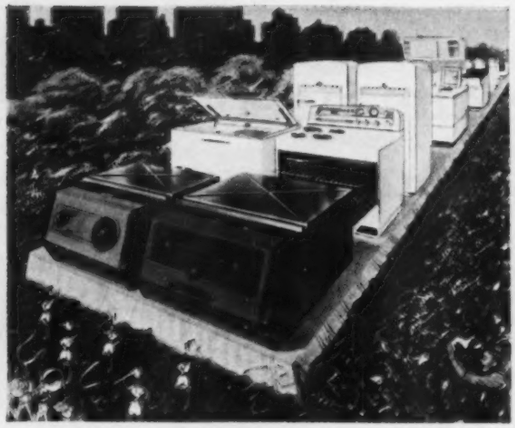
IN FEBRUARY...
it was Kelvinator Cabinets & Sinks



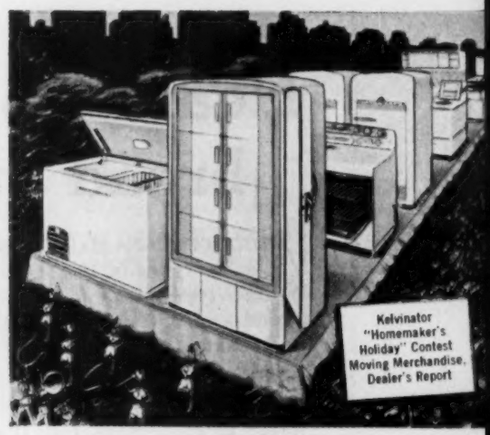
IN MARCH...
it was Kelvinator Ranges



IN APRIL...
it was Kelvinator Automatic Washers



IN MAY...
it was Kelvinator Air Conditioners



IN JUNE...
it was Kelvinator Freezers

In July or January *this* Parade Brings Kelvinator Dealers Peak Selling Power!

THIS IS A YEAR OF ACHIEVEMENT FOR KELVINATOR—and Kelvinator retailers. For Kelvinator's expanding line of products . . . merchandised under the selective marketing policy of "an adequate market for every dealer and an adequate dealer for every market" . . . is offering retailers new opportunities for attracting customers, new opportunities for volume sales, new opportunities for building securely today and tomorrow.

These new lines of Kelvinator products—washers, ironers and dryers, kitchen cabinets and sinks, garbage disposers and room air conditioners—all have tremendous potential. Built to Kelvinator's renowned quality standards, they are important in keeping the Kelvinator franchise the most valuable franchise in the industry.

JOIN THE *Kelvinator* PARADE TO BETTER BUSINESS!

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan



REFRIGERATORS • RANGES • FREEZERS • WASHERS, DRYERS AND IRONERS • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • "ELECTRO-DRAIN" GARBAGE DISPOSERS • ROOM AIR CONDITIONERS